104TH MHA ANNUAL CONVENTION

2026 CONVENTION PROSPECTUS

LOCATION
SHERATON KANSAS CITY HOTEL AT CROWN CENTER | KANSAS CITY, MISSOURI

DATE
NOVEMBER 4-6, 2026

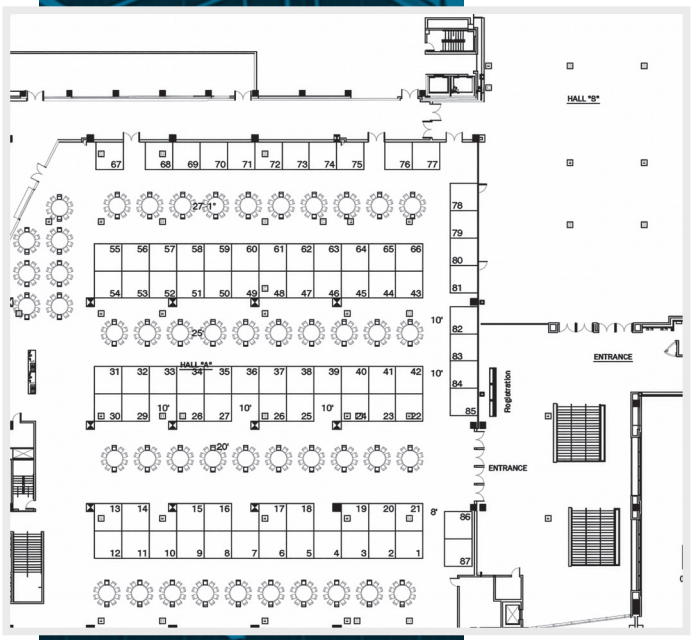
SECURE YOUR PARTNERSHIP TODAY
educationpartners@mohospitals.org | 573-893-3700 ext. 1309 | MoHospitals.org

REGISTER NOW

ALL EDUCATION PARTNERS RECEIVE:

- Registered attendee lists before and after convention
- Partner logo linked on MHA's Convention website
- Complimentary food and beverages

SPECS & GUIDELINES



Display Opportunities

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

Booth – 10'x10' - $2,500 - (85 available)

Showcase your solutions in front of hundreds of engaged health care leaders who are actively seeking innovative products, partnerships and expertise. A booth places your brand at the center of conversations, networking, and decision-making all in one high-traffic environment designed to maximize visibility and engagement. This is your chance to build relationships, demo your offerings and generate high-quality leads throughout the event.

SOLD OUT (Join wait list)

- **Two complimentary full-convention registrations** (including all general audience meals, breaks and educational sessions as capacity allows)
- **Lucky Duck Game** – To boost engagement during the social, MHA will provide each partner with a mini rubber duck. Each duck is labeled with a number that corresponds to one of three prize levels, and numbers are assigned randomly. Partners will award their unique lucky duck to any attendee they choose. Attendees then bring their duck to the Help Desk to claim the prize associated with the number on their duck. Prizes are provided by MHA and include hotel stays, custom MHA tumblers and wireless power banks.
- **Partner Passport** – Each attendee will receive a passport that includes 25 partner logos randomly distributed on each side. During lunch, attendees will visit partner booths to collect initials in the corresponding passport spaces. A fully completed passport earns one raffle entry, and attendees may complete multiple passports to receive additional entries. Raffle winners will be announced during the social. Partners who donate a prize valued at **$100 or more** for the passport game will receive a **custom marketing slide** featuring their photo and logo and displayed throughout the Education Partner Marketplace.
- **Booth Giveaways** - To ensure attendee awareness and proper promotion of booth giveaways, please notify MHA of your planned giveaways by **Oct. 12**.

Scavenger Hunt Partnership - $4,000

Stand out as one of our exclusive Scavenger Hunt Partners for a high-impact opportunity designed to bring attendees directly to you. This interactive experience is one of the most anticipated elements of the social, giving your organization a fun, high-energy platform to connect with participants in a meaningful way.

- Education partner logo featured on the scavenger hunt card
- Provide a standout prize valued at **$300 or more** and receive added attention throughout event promotions
  - Prize details due to MHA by **Oct. 12**
- Partner logo promoted throughout the event with a slide, app notification and included in an email to attendees
- Participants must complete five challenges during the social, including one that directly engages with your booth during the social event. Partners provide verification and attendees submit their scavenger hunt card to the Help Desk. Winners will be announced at the Friday, Nov. 6, breakfast.
- 10'x10' booth
- Two complimentary full-convention registrations (including all general audience meals, breaks and educational sessions as capacity allows)

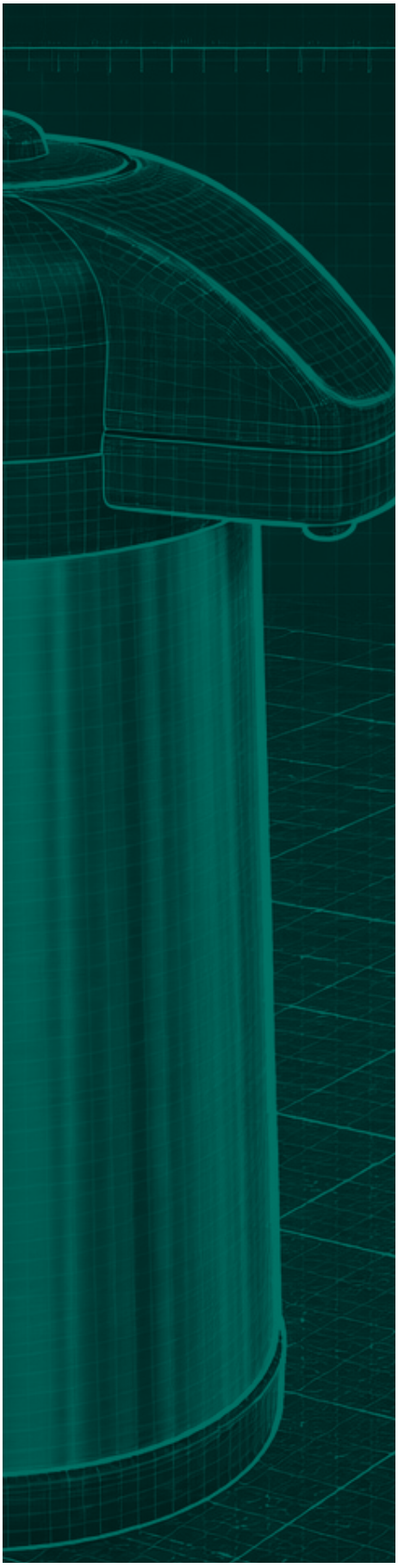
SOLD OUT

Rolling Housekeeping Slide* - $250

Get your booth noticed before attendees even hit the Marketplace. A branded 16:9 slide will be featured on the **keynote stage**, promoting your booth number, giveaway or special offer. This is one of the most affordable, high-traffic visibility options available.

- Drive booth visits with a branded 16:9 PowerPoint slide shown on the keynote stage advertising your booth number, giveaway or special offer to attendees
  - Design submission deadline: **Oct. 16**

*Booth or equivalant level required



Customized Partnership Opportunities

Prominently showcase your brand with customized partnership opportunities which provide **logo recognition on the event agenda**, **visibility on the event website and convention app**, and a **dedicated push notification** sent to all attendees through the mobile app. In addition, you'll be featured with a **customized promotional slide** included in the rotating housekeeping slides displayed throughout the convention. Partners receive **two complimentary full-convention registrations**, including access to all general audience meals, breaks and educational sessions (as capacity allows).

Education Partner Marketplace Social Partner*

SOLD OUT

Position your brand at the center of the convention's most dynamic networking experience. As a Social Partner, you'll be featured during the exclusive Education Partner Marketplace Social, held from 4:30-6 p.m. Thursday, Nov. 5, with no competing sessions, ensuring maximum attendee traffic and engagement. This high-energy event features prizes, appetizers and a full bar, with every attendee receiving two complimentary drink tickets, making it the premier gathering of the afternoon. This elevated partnership positions your organization as a key host of one of the convention's most highly attended networking events.

Your partnership includes:

- A 10'x10' booth
- Two additional complimentary registrations (for a total of four) to maximize your team's presence and networking opportunities

Coffee Partner* - $6,000 - (2 available)

SOLD OUT

Wake up the convention with high-impact, high-traffic brand visibility. As a Coffee Partner, your organization will fuel attendees on Thursday, Nov. 5; the coffee stations are one of the most visited touchpoints of the day. Your brand will be front and center with custom coffee sleeves featuring your logo, ensuring repeated exposure to hundreds of attendees as they grab their morning boost. This is a prime opportunity to associate your organization with energy, connection and a positive attendee experience from the moment the day begins.

Your partnership includes:

- Partnership of coffee stations on Thursday, Nov. 5
- Coffee sleeves with partner logo included

Celebration of Achievement Awards Dinner Partner* - $2,000 - (6 available)

Shine a spotlight on your organization during convention's most prestigious and inspiring events. As a Dinner Partner, your brand will be featured throughout the Celebration of Achievement Awards Dinner, an evening dedicated to honoring excellence and recognizing Missouri health care leaders who are making an impact. This partnership offers a meaningful, high-visibility way to align your organization with celebration, excellence and achievement.

SOLD OUT

Your partnership includes:

- Premium brand visibility with your logo displayed on signage at every dinner table, ensuring continuous exposure throughout the event
- A customized promotional slide showcased in the dinner slideshow
- A ½-page display ad (3.75"x4.5") in the official Celebration of Achievement Awards Dinner program
  - Content deadline: Oct. 2
- Two complimentary tickets to the Celebration of Achievement Awards Dinner, offering your team a memorable evening of networking and recognition

Networking Break Partner* - $4,000 - (1 morning • 1 afternoon - 2 total available)

Be the brand attendees remember when they pause to recharge, connect and refuel. As a Networking Break Partner, your organization receives high visibility during one of the convention's most energetic touchpoints. Choose the time slot that best aligns with your audience and engagement goals. Each slot features two partner opportunities, offering maximum visibility while maintaining exclusivity.

Your partnership includes:

- A partner video (up to 1 minute with sound) shown on the keynote stage, premium exposure in front of the full audience
- Your selected break will feature one of our special, high-impact attendee experiences:
  - Bavarian Pretzel snack station

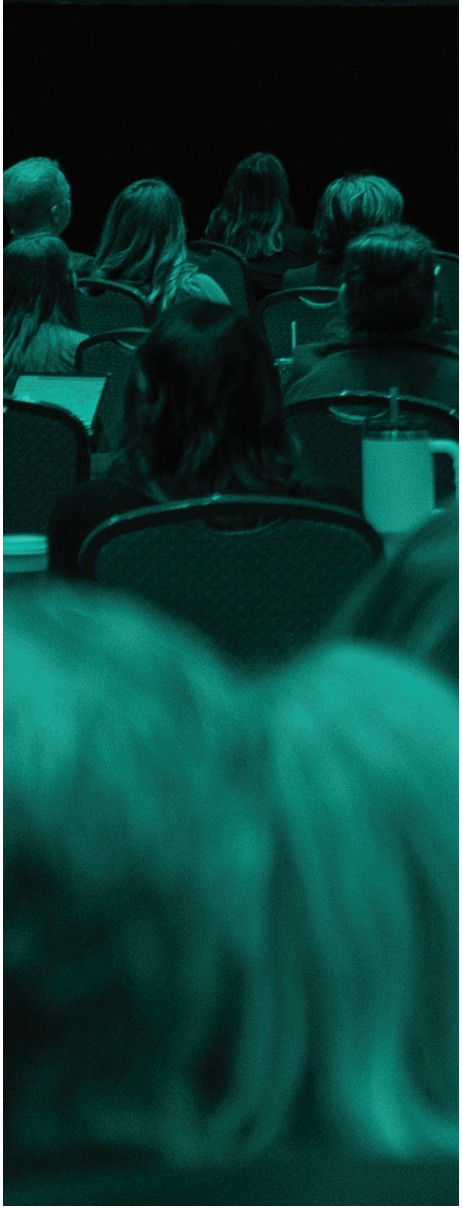
Registration Partner* - $4,000 - (1 available)

Be the first brand attendees see and the one they remember. As the exclusive Registration Partner, your organization owns one of the most visible and high-traffic areas of the entire event. This premier placement guarantees unmatched exposure from the moment attendees walk in.

SOLD OUT

Your partnership includes:

- Logo prominently displayed on the registration desk
- A partner-provided pop-up banner showcased at registration for constant visibility
- Exclusive sponsorship of branded convention lanyards, ensuring your logo is worn by every attendee throughout the event



Keynote Session Partner* - $5,000 - (2 available)

Align your brand with the most influential voices of the convention. As a Keynote Session Partner, you'll stand out during one of the highest-attended and most anticipated sessions. This is a premium opportunity to connect your brand with thought leadership and inspiration.

Your partnership includes:

- Special recognition in the opening remarks before the keynote speaker takes the stage
- Logo placement on the keynote session listing in the convention app
- 100 copies of the keynote speaker's book to distribute from your booth (as available) and a customized bookplate that highlights and honors your organization's support
    - Bookplate dimensions: 4"x5" label - due by **Oct. 16**

Complimentary Meals Partner* - $3,000 - (6 available)

Put your brand at the center of every shared meal experience. As a Complimentary Meals Partner, you'll help provide breakfast and lunch to all attendees and moments that naturally foster community and conversation. This partnership offers powerful visibility during essential, high-traffic moments of the event.

Your partnership includes:

- Recognition as an organization that underwrites complimentary meals for the entire convention
- Signage throughout the dining areas and your logo on tabletop tent cards
- The opportunity to place handouts on each table for direct attendee engagement

Breakout Track Partner* - $3,000 - (3 available)

Position your brand at the forefront of topics that matter most. Breakout Track Partners have the strategic advantage of aligning with content areas that attract targeted audiences. This is an excellent opportunity to reach attendees who are passionate about the subjects that align with your mission or offerings.

Your partnership includes:

- Association with a specific topical track (tracks currently in development and focused on high-priority issues)
- A dedicated resource table placed outside the breakout space to display materials and drive engagement

*These education partners will be featured in all MHA Convention marketing emails.

Convention Mobile App Options

Get your brand in front of attendees all day, every day. The mobile app is the convention command center where attendees check schedules, maps and updates.

Convention Mobile App Gamification* - $500

» Drive traffic straight to your booth with one of the most interactive features of the convention mobile app. As a Gamification Partner, you'll select a unique passcode that attendees must visit your display to collect. Each entry earns them points toward winning $300, $200 or $100 gift cards, making your booth a must-visit destination. This is an easy, high-impact way to boost engagement and spark fun competition among attendees.

Convention Mobile App Banner* - $250

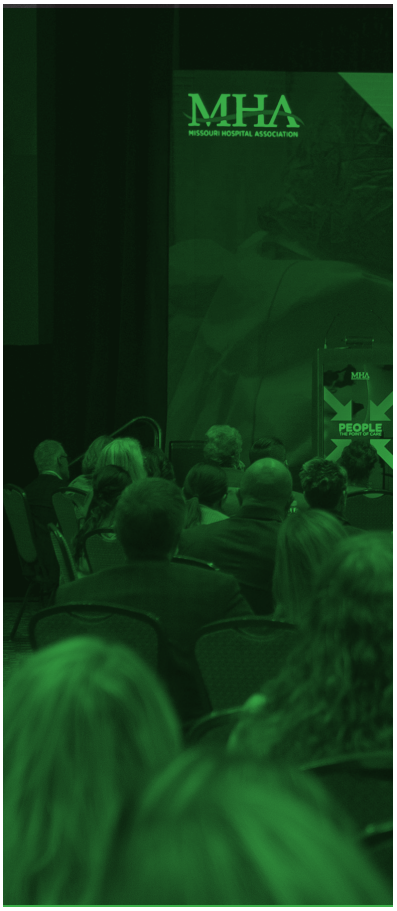
» Increase brand visibility every time attendees open the app. Your custom banner will be showcased throughout the entire convention mobile app, giving you continuous digital exposure at a budget-friendly rate. Make your presence stand out with a banner on the convention mobile app. Banners will appear for the duration of convention.

- Banner design deadline: **Oct. 23**

Convention Mobile App Gamification Prize Partner* - N/C

» Boost your visibility at no cost by providing one of the gamification prizes. Provide a **$100, $200, or $300 gift card** for game winners and receive logo recognition on a featured slide displayed from the keynote stage. This is a free and effective way to elevate your brand in front of the convention's largest audience.

*Booth or equivalant level required



À La Carte

Convention Area Banners & Clings

SOLD OUT

Command attention the moment attendees enter the venue. Showcase your brand throughout the Sheraton Kansas City Hotel at Crown Center with high-visibility promotional options including large-format banners, elevator clings, window clings and even carpet clings. These placements keep your logo in front of thousands of attendee touchpoints and ensure your organization stands out across the entire convention footprint.

For placement options and pricing details, please contact:
educationpartners@mohospitals.org | 573-893-3700 ext. 1309

Welcome Gift - $500

Make your brand the first thing attendees see and remember. As the Welcome Gift Partner, your logo will appear on a high-visibility item given to every convention attendee at the registration booth. This is a powerful opportunity to create an immediate brand impression from the moment attendees check in.

Your partnership includes:

- Your logo featured on an approved welcome item (all designs reviewed by the MHA Communications Department for quality and consistency)
- Partner covers the cost of the item and delivery to MHA
- Distributed to *every* attendee, giving your brand widespread visibility from day one

Dates to Remember

Celebration of Achievement Awards Dinner program display due	Oct. 2
Booth giveaway due	Oct. 12
Scavenger hunt prize due	Oct. 12
Rolling housekeeping slide due	Oct. 16
Convention mobile app banner due	Oct. 16
Video due	Oct. 16
Representative registration due	Oct. 23

All fees due – Oct. 30

Education partner setup:
Nov. 4 – Noon – 5 p.m. or 6 – 9 p.m.
All booths must be fully set and ready by 9 p.m.

Education Partner Marketplace schedule
Nov. 5 – Education Partner Marketplace: 11:30 a.m. – 1 p.m.
Nov. 5 – Education Partner Marketplace Social: 4:30 – 6 p.m.

Education partner teardown – Nov. 5 after 6 p.m.
No booth teardown allowed before 6 p.m. or a $500 fee will be assessed

As outlined in the **specifications and guidelines agreed to at the time of partnership registration**, any teardown that occurs before 6 p.m. will result in a **$500 fee**.