2024 ADVERTISING & SPONSORSHIPS

Minnesota Hospital Association
The Minnesota Hospital Association (MHA) represents Minnesota's hospitals and health systems, which employ more than 123,000 people, provide high-quality care for their patients, and invest in their communities. Since 1917, MHA has worked to provide Minnesota's hospitals and health systems with the resources, best practices, and guidance to provide an exceptional patient experience and high-quality, affordable care that extends beyond the hospital's walls.

**Mission**
Advance the health of individuals and communities through leadership, advocacy, and collaboration on behalf of Minnesota hospitals and health systems.

**Vision**
Minnesotans are healthy and have access to the right care at the right time in the right place.

**Values**
- Integrity
- Inclusive
- Informed
- Innovative

**CONFERENCES, PROGRAMS, AND WEBINARS**
MHA holds conferences each year to bring together hospital and health system leaders and trustees for networking and dialogue with experts on current and relevant issues. Additional in-person programming occurs throughout the year on hospital and health system finance issues, quality improvement topics, and content designed for trustees.

MHA also regularly offers distance learning through web conferences on a variety of topics, saving members the time and expense of travel. View the calendar for a full list of upcoming events.

For more information about educational programming, complete our contact form.
QUICK FACTS ABOUT MINNESOTA HOSPITALS

Minnesota hospitals and health systems provide needed access to health care

<table>
<thead>
<tr>
<th>Members</th>
<th>142</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate members</td>
<td>73</td>
</tr>
<tr>
<td>Endorsed Business Partners (EBPs)</td>
<td>13</td>
</tr>
</tbody>
</table>

Minnesota hospitals and health systems provided care for **2.6 million inpatient days** and over **9.6 million outpatient visits**, including almost **2 million emergency room visits** in 2021.

There are **123 24-hour emergency rooms** in the state. All of Minnesota's hospital emergency rooms treat anyone who enters, regardless of ability to pay.

In rural Minnesota, maintaining access to quality care is of critical importance to maintaining a healthy state. There are **77 rural hospitals with the federal Critical Access Hospital (CAH) designation** to preserve access to care in rural areas of Minnesota.

Hospitals and health systems are economic engines in their communities

- Minnesota's hospitals and health systems directly **employ 122,758 people** and contribute $10.2 billion in salaries and benefits. Another **105,000 jobs are tied to health care**.
- Hospitals and health systems are engines of job growth with nearly **one-fifth of all job vacancies in the state being in health care**.

Hospitals and health systems reach beyond their walls to meet the needs of their communities

- Minnesota hospitals and health systems contributed nearly **$3.4 billion to Minnesota communities in 2021**.
- **$197 million was used to support education and workforce development**, including training for doctors, nurses, and other highly skilled health care professionals.
- **$16 million in research** supported the development of better medical treatments and to find cures for diseases.
- Minnesota hospitals and health systems provided **$655 million in uncompensated care** to patients who did not have health insurance or the means to pay for their care in 2019. This included **$493 million in bad debt** and **$162 million in charity care**.
## EXECUTIVE SUMMARY
Associate members and endorsed business partners (EBPs) receive a 10% discount on sponsorship packages.

<table>
<thead>
<tr>
<th>Event name</th>
<th>Event date</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>2024 Winter Trustee Conference</td>
<td>Jan. 11-12, 2024</td>
<td>$10,000</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>2024 Health Care Leadership Institute</td>
<td>April 11-12, 2024</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$7,500</td>
<td>N/A</td>
</tr>
<tr>
<td>2024 Workforce Innovation Conference</td>
<td>May 13-14, 2024</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$7,500</td>
<td>N/A</td>
</tr>
<tr>
<td>2024 Connecting for Quality Conference</td>
<td>May 13-14, 2024</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$7,500</td>
<td>N/A</td>
</tr>
<tr>
<td>2024 Communicators Conference</td>
<td>May 13-14, 2024</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$7,500</td>
<td>N/A</td>
</tr>
<tr>
<td>2024 Summer Trustee Conference</td>
<td>July 31-Aug. 2, 2024</td>
<td>$10,000</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>2024 MHA Annual Meeting</td>
<td>Sept. 18-20, 2024</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$7,500</td>
<td>$5,000</td>
</tr>
<tr>
<td>2024 MHA-HFMA Fall Finance Conference</td>
<td>Fall 2024</td>
<td>$10,000</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>2024 Perinatal Improvement Summit</td>
<td>Fall 2024</td>
<td>$10,000</td>
<td>$7,500</td>
<td>$5,000</td>
<td>$2,000</td>
</tr>
</tbody>
</table>
UPCOMING EVENTS

**2024 Winter Trustee Conference**
Jan. 11-12, 2024  
**Location:** Minneapolis, Marriott Northwest, Brooklyn Park, Minnesota  
**Audience:** Hospital and health system trustees, board chairs, CEOs, and physician board members.

**2023 Winter Trustee Conference attendees**
- Presidents & CEOs: 11 attendees
- Trustees: 152 attendees
- Total: 173 attendees

**2024 Summer Trustee Conference**
July 31 - Aug. 2, 2024  
**Location:** Breezy Point - Breezy Point, Minnesota  
**Audience:** Hospital and health system trustees, board chairs, CEOs, and physician board members.

**2023 Summer Trustee Conference attendees**
- Presidents & CEOs: 10 attendees
- Trustees: 82 attendees
- Total: 95 attendees

**2024 MHA-HFMA Fall Finance Conference**
Fall 2024  
**Location:** TBD  
**Audience:** CFOs, CEOs, finance committee members, reimbursement managers, billing specialists, leaders or directors of business offices, and compliance/risk officers.

**2023 MHA-HFMA Fall Finance Conference attendees**
- Sr. Directors & Directors: 15 attendees
- Sr. Managers & Managers: 4 attendees
- Principles & Partners: 6 attendees
- CEOs & CFOs: 25 attendees
- Total: 77 attendees

**2024 Perinatal Improvement Summit**
Fall 2024  
**Location:** TBD  
**Audience:** Interdisciplinary obstetric care teams from birthing hospitals and health systems.

**2023 Perinatal Improvement Summit attendees**
- RNs: 29 attendees
- Physicians: 7 attendees
- Managers: 10 attendees
- Directors: 12 attendees
- Managers: 10 attendees
- Students: 5 attendees
- Total: 177 attendees
SPONSORSHIP PACKAGES

Apply to sponsor the 2024 Winter Trustee Conference, Summer Trustee Conference, MHA-HFMA Fall Finance Conference, and Perinatal Improvement Summit

**Platinum Sponsor**
$10,000
- Complimentary event registration for four attendees (includes conference meals, networking breaks, education sessions, and reception)
- Prime recognition throughout the conference including logo on conference signage, company listing with website, confirmation email to attendees, and logo in conference brochure
- Prominent placement on conference signage and materials
- Recognition throughout the conference
- Matchmaking provided by MHA with a minimum of two hospitals or health systems
- Social media promotion
- Access to attendee list (name, title, organization, and email address)
- Opportunity to introduce a speaker (script provided by MHA)
- 30-second pre-recoded video shared on MHA website and YouTube channel
- Exclusive sponsor of the social/happy hour

**Gold Sponsor**
$7,500
- Complimentary event registration for two attendees (includes conference meals, networking breaks, education sessions, and reception)
- Prime recognition throughout the conference including logo on conference signage, company listing with website, confirmation email to attendees, and logo in conference brochure
- Prominent placement on conference signage and materials
- Recognition throughout the conference
- Social media promotion
- Access to attendee list (name, title, organization, and email address)

**Silver Sponsor**
$5,000
- Complimentary event registration for one attendee (includes conference meals, networking breaks, education sessions, and reception)
- Prime recognition throughout the conference including logo on conference signage, company listing with website, confirmation email to attendees, and logo in conference brochure
- Prominent placement on conference signage and materials
- Recognition throughout the conference

**Bronze Sponsor**
$2,000
- Complimentary event registration for one attendee (includes conference meals, networking breaks, education sessions, and reception)
- Prominent placement on conference signage and materials
UPCOMING EVENTS

Workforce Innovation

May 13-14, 2024
Location: Heritage Center, Brooklyn Center, Minnesota
Audience: HR professionals (including generalists, supervisors, and department leaders) CEOs, CNOs, C-suite leadership, trustees, leaders, and individuals interested in health care workforce development.

2023 Workforce Innovation attendees

- Sr. VP & VP: 13
- Directors of HR: 13
- RNs: 5
- Nurse retentionists: 2
- Quality & Safety: 15
- Other: 61

127 attendees

Connecting for Quality

May 13-14, 2024
Location: Heritage Center, Brooklyn Center, Minnesota
Audience: C-suite leaders, directors of quality and safety and performance improvement, chief nursing officers (CNO), chief quality officers, VP patient care, directors of nursing (DON), directors of pharmacy, quality and risk mangers, facilities and environmental services mangers, infection preventionists.

2023 Connecting for Quality attendees

- Sr. VP & VP: 13
- Directors of HR: 13
- RNs: 5
- Nurse retentionists: 2
- Quality & Safety: 15
- Other: 61

127 attendees

2024 MHA Communicators Conference

May 13-14, 2024
Location: Heritage Center, Brooklyn Center, Minnesota
Audience: Hospital and health system communicators.

2023 Communicators Conference attendees

- Sr. Directors & Directors: 14
- Sr. VP & VP: 9
- Managers: 11
- Specialists: 13
- Other: 28

78 attendees
UPCOMING EVENTS

2024 Health Care Leadership Institute
April 11-12, 2024
Location: Crowne Plaza Minneapolis West, Plymouth, Minnesota
Audience: C-suite leaders.

2023 Health Care Leadership Institute attendees
- C-suite leaders: 35
- VPs: 13
- Directors and Managers: 54
- Associate members: 11

113 attendees

2024 MHA Annual Meeting
Sept. 18-20, 2024
Location: Madden's on Gull Lake, Brainerd, Minnesota
Audience: C-suite leaders, trustees, and senior management.

2023 MHA Annual Meeting attendees
- C-suite leaders: 65
- Directors: 12
- SVP & VP: 23
- Other: 79

179 attendees
SPONSORSHIP PACKAGES
Apply to sponsor the 2024 Health Care Leadership Institute Conference, Workforce/Quality & Safety/Communicators Conference, and MHA Annual Meeting

Platinum Sponsor
$15,000
- Complimentary event registration for four attendees (includes conference meals, networking breaks, education sessions, and reception)
- Prime recognition throughout the conference including logo on conference signage, company listing with website, confirmation email to attendees, and logo in conference brochure
- Prominent placement on conference signage and materials
- Recognition throughout the conference
- Matchmaking provided by MHA with a minimum of two hospitals or health systems
- Social media promotion
- Access to attendee list (name, title, organization, and email address)
- Opportunity to introduce a speaker (script provided by MHA)
- 30-second pre-recoded video shared on MHA website and YouTube channel
- Exclusive sponsor of the Trustee Social

Gold Sponsor
$10,000
- Complimentary event registration for two attendees (includes conference meals, networking breaks, education sessions, and reception)
- Prime recognition throughout the conference including logo on conference signage, company listing with website, confirmation email to attendees, and logo in conference brochure
- Prominent placement on conference signage and materials
- Recognition throughout the conference
- Social media promotion
- Access to attendee list (name, title, organization, and email address)

Silver Sponsor
$7,500
- Complimentary event registration for one attendee (includes conference meals, networking breaks, education sessions, and reception)
- Prime recognition throughout the conference including logo on conference signage, company listing with website, confirmation email to attendees, and logo in conference brochure
- Prominent placement on conference signage and materials
- Recognition throughout the conference

Bronze Sponsor MHA Annual Meeting ONLY
$5,000
- Complimentary event registration for one attendee (includes conference meals, networking breaks, education sessions, and reception)
- Recognition throughout the conference
- Choice of one al la carte (vendor table, name tag sponsor, welcome gift sponsor)
<table>
<thead>
<tr>
<th>BENEFITS</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tbody>
<tr>
<td>Number of individuals who will receive complimentary registrations. Includes conference meals, networking breaks, education sessions, and reception</td>
<td>4</td>
<td>2</td>
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<tr>
<td>Prime recognition throughout the conference including logo on conference signage, company listing with website, confirmation email to attendees, and logo in conference brochure</td>
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<tr>
<td>Prominent placement on conference signage and materials</td>
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OTHER SPONSORSHIP PACKAGES

Webinar sponsorships
$3,000
MHA will work with you to develop a topic that can showcase your organization’s services and expertise to hospital and health system leaders. You pick a topic and speakers in conjunction with MHA.
- MHA coordinates production
- Receive the attendee list with contact information
- Logo included on webinar slides
- Logo included on the sponsored on-demand webinar
- Logo included in the webinar promotions

Sponsor MHA content
$1,000
Sponsor a webinar with MHA content to support professional development and best practice sharing for hospital and health system stakeholders from across Minnesota.
- Attendee list with contact information for sponsored webinar
- Logo included on introduction or closing slide of sponsored webinar
- Logo included on the sponsored on-demand webinar
- Logo included in the webinar promotions

Vendor table at a MHA event
$2,000
Opportunity to participate in the vendor fair at MHA’s major events.
- Health Care Leadership Institute: April 11-12, 2024
- Workforce/Quality and Safety/Communicator’s Conference: May 13-14, 2024
- Annual Meeting: Sept. 18-20, 2024

Social hour sponsor at a MHA event
$2,500
Opportunity to host a happy hour for MHA members including C-suite leaders.
- Health Care Leadership Institute: April 11-12, 2024
- Workforce/Quality and Safety Conference: May 13-14, 2024
- Annual Meeting: Sept. 18-20, 2024
- MHA-HFMA Fall Finance Conference: TBD

SPONSOR REFUNDS AND CANCELLATIONS
If written notice of cancellation is received one month prior to the event, a refund less a $200 administrative fee will be made.
CONTACT
Lou Ann Olson
lolson@mnhospitals.org
651-603-3549
www.mnhospitals.org