



2024 ADVERTISING & SPONSORSHIPS

Minnesota Hospital Association



www.mnhospitals.org



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

142	Members
73	Associate members
13	Endorsed Business Partners (EBPs)

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.

	Event date	Platinum	Gold	Silver	Bronze
2024 Winter Trustee Conference	Jan. 11-12, 2024	\$10,000	\$7,500	\$5,000	\$2,000
2024 Health Care Leadership Institute	April 11-12, 2024	\$15,000	\$10,000	\$7,500	N/A
Where Disciplines Meet: Putting Patients Our Patients First (interdisciplinary conference)	May 13-14, 2024	\$15,000	\$10,000	\$7,500	N/A
2024 Communicators Conference	May 13-14, 2024	\$15,000	\$10,000	\$7,500	N/A
2024 Summer Trustee Conference	July 31-Aug. 2, 2024	\$10,000	\$7,500	\$5,000	\$2,000
2024 MHA Annual Meeting	Sept. 18-20, 2024	\$15,000	\$10,000	\$7,500	\$5,000
2024 MHA-HFMA Fall Finance Conference	Fall 2024	\$10,000	\$7,500	\$5,000	\$2,000
2024 Perinatal Improvement Summit	Fall 2024	\$10,000	\$7,500	\$5,000	\$2,000

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.

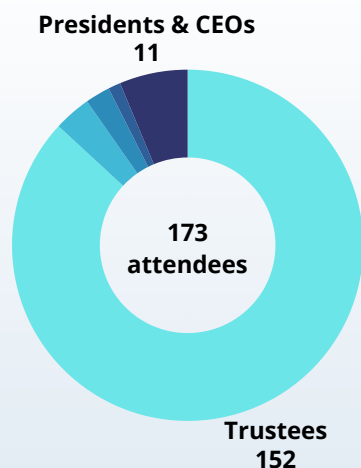
2024 Summer Trustee Conference

July 31 - Aug. 2, 2024

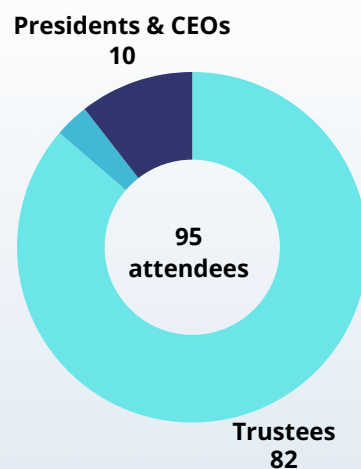
Location: Breezy Point - Breezy Point, Minnesota

Audience: Hospital and health system trustees, board chairs, CEOs, and physician board members.

2023 Winter Trustee Conference attendees



2023 Summer Trustee Conference 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.

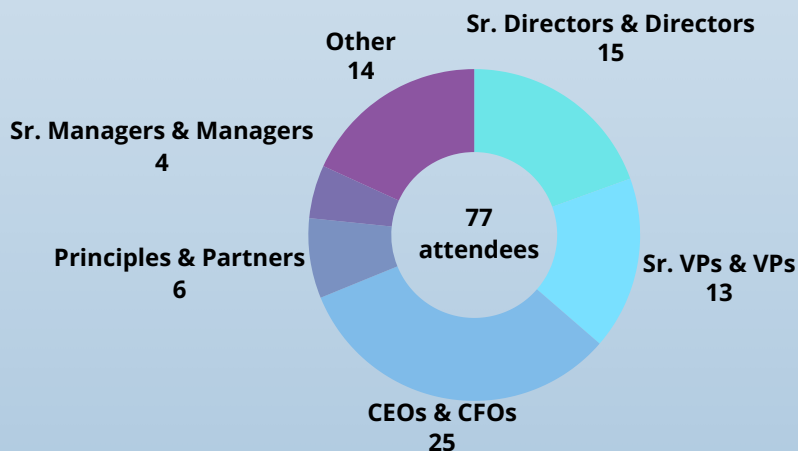
2024 Perinatal Improvement Summit

Fall 2024

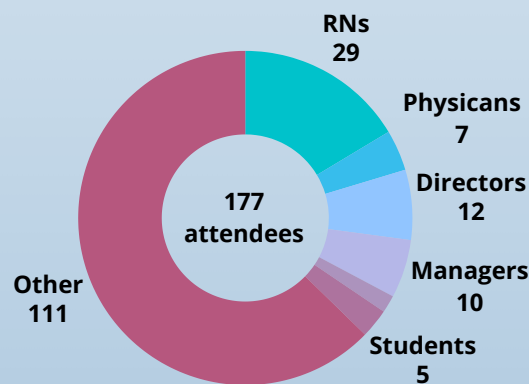
Location: TBD

Audience: Interdisciplinary obstetric care teams from birthing hospitals and health systems.

2023 MHA-HFMA Fall Finance Conference attendees



2023 Perinatal Improvement Summit 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-recorded 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

Where Disciplines Meet: Putting Patients Our Patients First (interdisciplinary conference)

May 13-14, 2024

Location: Heritage Center, Brooklyn Center, Minnesota

Audience:

Workforce track

HR professionals (including generalists, supervisors, and department leaders) CEOs, nurse leaders, C-suite leadership, trustees, leaders, and individuals interested in health care workforce development, health care industry students.

Quality and Safety track

C-suite leaders, directors of quality and safety and performance improvement, chief nursing officers (CNOs), chief quality officers, vice presidents (VPs) of patient care, directors of nursing (DON), directors of pharmacy, quality and risk managers, facilities and environmental services managers, and infection preventionists.

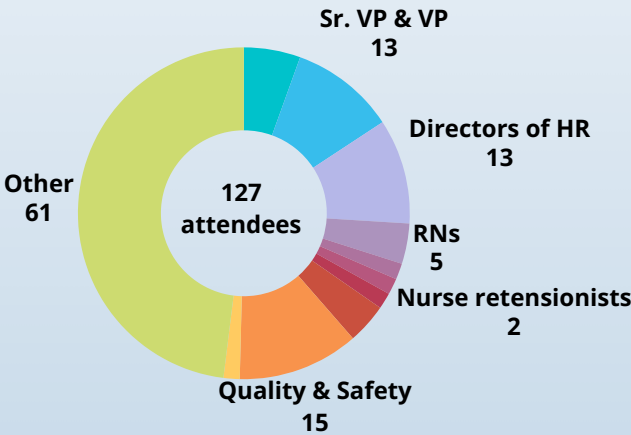
Communications track

Hospital and health system communicators, government relations, marketing, and foundation directors.

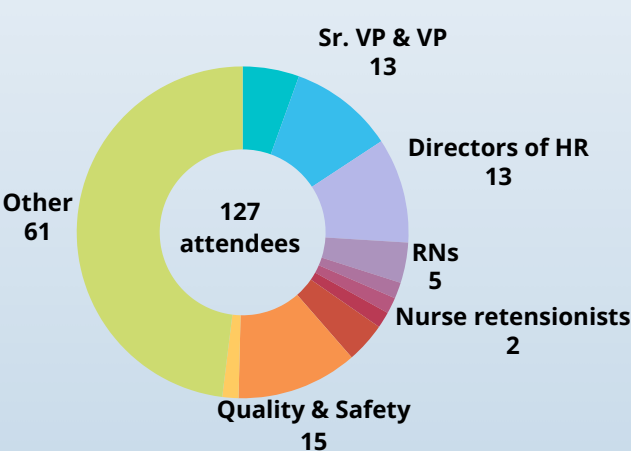
Nurses track

Hospital and health system nurses, nurse managers and supervisors, health care industry students.

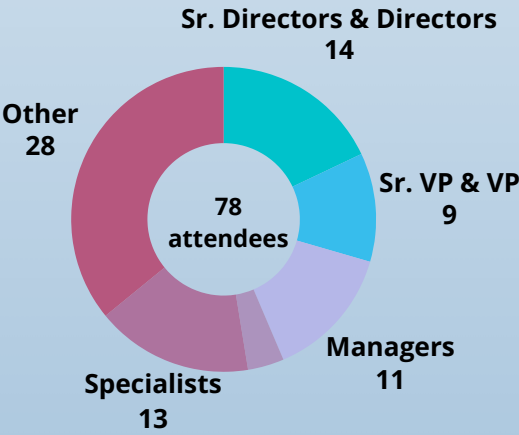
2023 Workforce Innovation attendees



2023 Connecting for Quality attendees



2023 Communicators Conference attendees



UPCOMING EVENTS

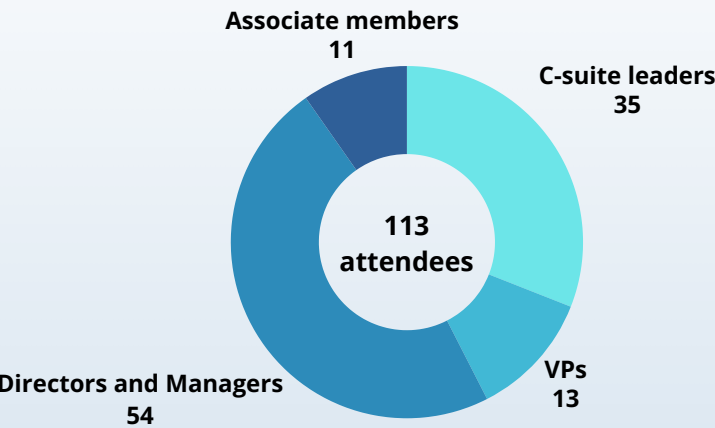
2024 Health Care Leadership Institute

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

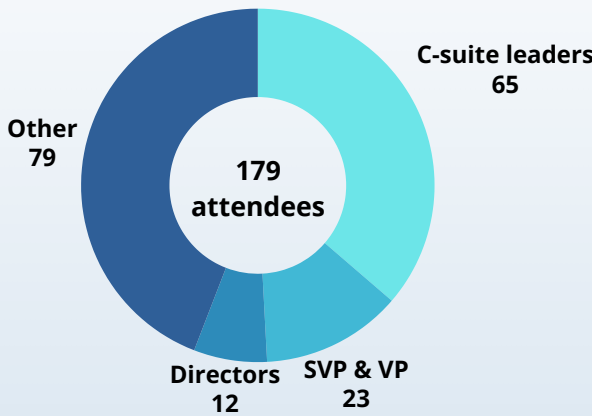
2024 MHA Annual Meeting

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

2023 Health Care Leadership Institute attendees



2023 MHA Annual Meeting attendees



SPONSORSHIP PACKAGES

Apply to sponsor the 2024 Health Care Leadership Institute Conference, Where Disciplines Meet: Putting Patients Our Patients First (interdisciplinary 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
- Complimentary vendor table at 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-recorded 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
- Complimentary vendor table at 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
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Bronze Sponsor MHA Annual Meeting ONLY

\$5,000

- Complimentary event registration for one attendee (includes conference meals, networking breaks, education sessions, and reception)
- Choice of one al la carte (vendor table, name tag sponsor, welcome gift sponsor)

COMPARE SPONSORSHIP LEVELS

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE
Number of individuals who will receive complimentary registrations. Includes conference meals, networking breaks, education sessions, and reception	4	2	1	1
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)	✓	✓		
Matchmaking provided by MHA with a minimum of two hospitals or health systems	✓	✓		
Opportunity to introduce a speaker (script provided by MHA)	✓			
30-second pre-recorded video shared on MHA website and YouTube channel	✓			
Exclusive sponsor of the Trustee Social	✓			

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

\$2,500

Opportunity to participate in the vendor fair at MHA's major events.

- Health Care Leadership Institute: April 11-12, 2024
- Where Disciplines Meet: Putting Patients Our Patients First (interdisciplinary 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
- Where Disciplines Meet: Putting Patients Our Patients First (interdisciplinary 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.



Minnesota Hospital Association

CONTACT

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