



MEMORANDUM

TO: MHA Corporate Affiliate Members
FROM: Carol M. Sinclair, Director of Education
DATE: December 5, 2017
SUBJ: **2018 Small or Rural Hospital Conference Sponsorships**

This year's Small or Rural Hospital Conference will be held **February 14-16, 2018** at the Jordan Grand Resort Hotel & Conference Center at Sunday River. Last year we had nearly 200 people in attendance, representing virtually every hospital in Maine (small and large). We expect an equally successful conference this year.

The theme for this year's conference is *Navigating the Twists and Turns of Healthcare Reform*, and features sessions on some of the most pressing issues facing hospitals in Maine and across the country, including:

- ***“Navigating Healthcare Reform Through Innovation, Collaboration and Inspiration”*** with **Todd Linden**, CEO, Grinnell Regional Medical Center;
- ***“Volume to Value: Will the Promised Transition Ever Truly Happen?”*** with **Eric Lister, MD**, Ki Associates;
- ***“The Art of Fear: Why Conquering Fear Won't Work and What To Do Instead”*** with **Kristen Ulmer**, former world famous extreme skier and current author, thought leader and fear specialist; and
- ***“Health Insurance Exchanges: Current Status, Future Outlook and Implications”*** (featuring a general session with **Andrew Cohen**, Vice President & Partner, Healthcare Practice, Cognizant Business Consulting and an **ACHE panel discussion** with local experts).

As you know, our corporate members have become an integral part of our conference, generously sponsoring events and allowing us to deliver quality education to Maine hospitals at an affordable rate. One of our most popular events, we also leave plenty of time for networking and fun, with two dinner banquets, live music, our traditional comedian and, of course, skiing!

Attached is a list of our corporate sponsorship opportunities to date. Sponsorships are recognized in many ways, including:

- Company name printed on the conference brochure (distributed via email to over 2,000 individuals from across the state and New England);
- Company name posted on the MHA website in association with the event;

- Company name listed under “Sponsors” in our conference app with a link to your website;
- Signage with your company’s logo at the event;
- Company name imprinted on all materials distributed at the event;
- Recognition from the podium by the Chair of MHA’s Board of Directors (recognition includes those individuals present at the event); and
- A complimentary registration, valued at \$375, for every \$1,000 in sponsorship.

If you are interested in being a sponsor (or co-sponsor), please let me know by faxing the attached form, calling me with your selection or e-mailing me at csinclair@themha.org. I would very much appreciate confirmation of your interest by **Wednesday, January 3** so that I may include your company’s name on the brochure. Of course, you may still choose to become a sponsor after that date; we would simply include your company’s name in all remaining materials.

I hope that you will decide to support Maine’s hospitals by becoming a sponsor at this year’s Small or Rural Hospital Conference. If you have any questions, please feel free to call me at 207-622-4794.

33 Fuller Road, Augusta, Maine 04330
Phone: 207-622-4794 Fax: 207-622-3073
Web site: www.themha.org

Corporate Sponsorship Opportunities

**2018 Small or Rural Hospital Conference
February 14-16, 2018
Jordan Grand Resort Hotel & Conference Center
Sunday River, Bethel, Maine**

Corporate Affiliate: _____
 Contact Person: _____ Title: _____
 Telephone: _____ Fax: _____ Email: _____

	<u>Sponsorship Request</u>	<u>Your Sponsorship Contribution</u>	<u>Preference</u>
<u>Wednesday, February 14th</u>			
Opening Night Reception:			
• Complimentary Bar	\$2,000	_____	_____
• Complimentary Hors D'oeuvres	\$2,000	_____	_____
Dinner Wine	\$2,000	_____	_____
Entertainment <i>(Guitarist Ben Kilcollins)</i>	\$2,000	_____	_____
<u>Thursday, February 15th</u>			
Breakfast	\$2,000	_____	_____
Break/Refreshments	\$1,000	_____	_____
Speaker: Todd Linden	\$2,000	_____	_____
<i>Navigating Healthcare Reform Through Innovation, Collaboration and Inspiration</i>			
Speaker: Eric Lister, MD	\$2,000	_____	_____
<i>Volume to Value: Will the Promised Transition Ever Truly Happen?</i>			
Speaker: Kristen Ulmer	\$2,000	_____	_____
<i>The Art of Fear: Why Conquering Fear Won't Work and What To Do Instead</i>			
Luncheon	\$2,000	_____	_____
Reception:			
• Complimentary Bar	\$2,000	_____	_____
• Complimentary Hors D'oeuvres	\$2,000	_____	_____
Dinner Wine	\$2,000	_____	_____
Entertainment: <i>Comedian Michael Petit</i>	\$2,000	_____	_____
<u>Friday, February 16th</u>			
Breakfast	\$2,000	_____	_____
Speaker: Andrew Cohen	\$2,000	_____	_____
<i>Health Insurance Exchanges: Current Status, Future Outlook and Implications</i>			
Breaks/Refreshments	\$1,000	_____	_____
ACHE Panel Discussion	\$2,000	_____	_____
<i>Health Insurance Exchanges and their Effect on Healthcare Delivery Organizations</i>			
<u>Other Sponsorships</u>			
Conference App Banner	\$2,000	_____	_____
Brochure	\$2,000	_____	_____
Conference Giveaways	\$2,000	_____	_____

Thank you for your generous support of our educational programs!
**Please confirm your interest by Wednesday, January 3. Forms may be faxed (207-622-3073) or
 emailed to Carol Sinclair (csinclair@themha.org).**