



We Make It **EASY**  
to Spot Your  
**Ideal Customers!**

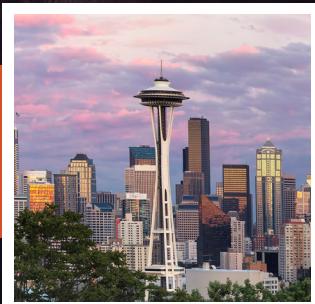
## 2026 Prospectus



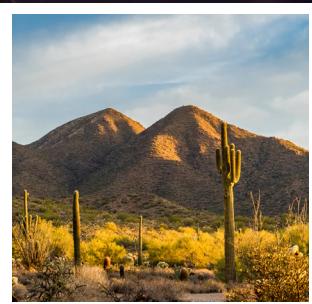
**Winter Conference**  
**Clearwater Beach, FL**  
February 24-26



**Spring Conference**  
**New Orleans, LA**  
May 12-14



**Summer Conference**  
**Seattle, WA**  
August 11-13



**Fall Conference**  
**Scottsdale, AZ**  
October 26-28

# EMBRACE

## Embrace Opportunity!



### To Our Potential Partners:

As you consider where to invest your time and marketing dollars, I encourage you to look closely at **mhca**. Of all the organizations I've been a part of during my career as a behavioral healthcare executive, **mhca** has been the most influential.

As a CEO of a behavioral health provider organization, I navigated a myriad of challenges from evolving payment models and adopting new technologies to responding to a global pandemic and confronting workforce challenges. Through it all, I turned to **mhca** for guidance and support, expert insights, and strategic growth.

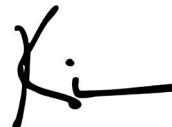
**mhca** is a national association of strategic thinkers driving innovation in behavioral health, advancing leadership, and creating impactful networks. Members are the leaders in their markets and are often imitated by others. Our sponsors and exhibitors are aligned with best practices and alert to emerging trends that matter most in behavioral healthcare, and they play a critical role in helping our members prepare for what's next.

Sponsorship at our conferences offers more than just visibility—it's an opportunity to build meaningful connections, spark powerful conversations and gain expert insights that help advance your products and services, and position your brand as a trusted resource among industry leaders.

Our team is here to help you identify opportunities that align with your goals and budget. Join us to advance the field of behavioral health together, deepen engagement with our members, and amplify your influence in the behavioral healthcare space.

We look forward to partnering with you.

Warm regards,



Kiara Kuenzler,  
President and CEO **mhca**

We're incredibly grateful for the hard work and dedication your team brings to the table—it's made a meaningful impact on our shared success. Through our partnership with **mhca**, we've been able to cultivate strong existing relationships and foster new ones, further deepening our connection to this incredible community. This partnership is truly valuable to us, and we're thrilled to support **mhca** and all the amazing efforts you lead."

*- Nick Maynard, VP of Sales, NextGen Healthcare*

Partnering with **mhca** has been an invaluable experience! The quarterly conferences have afforded us exposure to other leaders within the behavioral health space, the opportunity to gain insights from industry experts and engage in discussions on the latest trends. As a longtime partner of **mhca**, we value our collaboration within this partnership and look forward to continuing our journey together."

*- Reena Neumann, VP, Partnerships & Client Success, Genoa Healthcare*

# Our Audience

## Member Organization Profile

Our member organizations include for-profit and not-for-profit organizations, governmental entities and behavioral health divisions of larger healthcare systems.

Budget size:	Service areas:
\$9 - \$436 million with an average of about \$75 million.	Rural, urban & mixed service areas; local, regional & multi-state.
Specializations:	Years as members:
MH, SUD, I/DD, integrated care; youth, adult & family.	1-40 years with an average of 15 years.

**mhca currently has 163 members in 37 states.**

## Leadership Profile

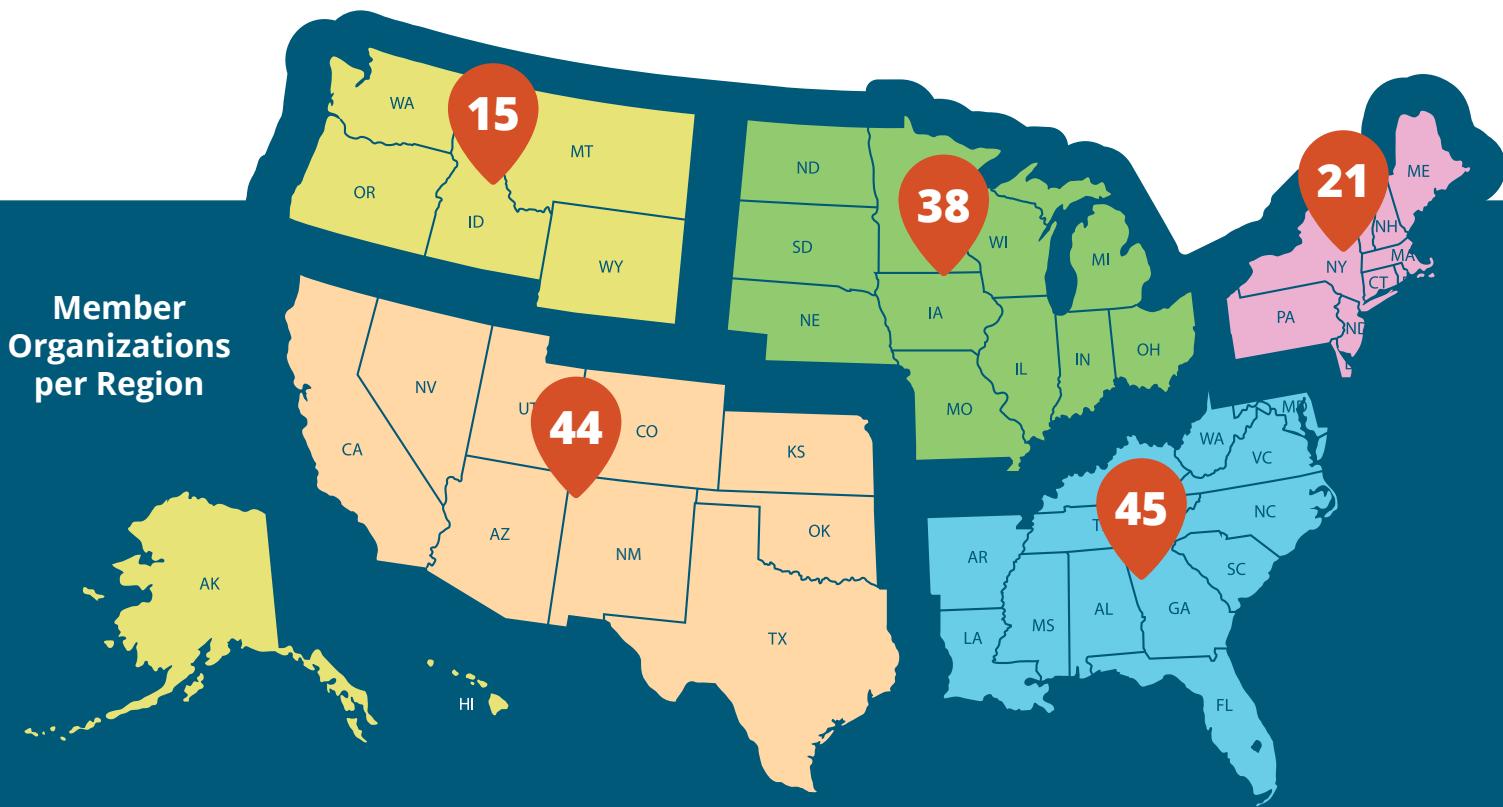
Our association caters to C-suite leaders in the behavioral healthcare industry. While our member CEOs represent highly diverse organizations, they share a common interest in developing valuable connections with trustworthy peers and industry partners.

Gender:	Age:
55% of our member CEOs are female & 45% are male.	CEO ages range from 38 to 73, with an average age of 58.

**Experience:** The vast majority of members have a master's degree or higher and have spent more than a decade in the CEO role.

## Who Else Attends mhca Conferences?

In addition to CEOs, conferences attract COOs, CFOs, VPs and other top executives in business development/strategy, human resources, behavioral health, clinical services, quality improvement/compliance, marketing and information technology.



# Sponsorships

## Our Goal

Our goal is to plan and deliver event experiences that exceed your expectations and become an essential, productive element in your annual marketing program. Conference attendees appreciate information, but they are more likely to remember and engage with vendors who partner with **mhca** to improve their overall conference experience through sponsorships. It's no secret that decision-makers look to those sponsoring as the "stronger" options in the marketplace. You can maximize the return on your investment in conference attendance by increasing visibility, building relationships and supporting **mhca** through the following sponsorship opportunities. Vendors may also choose to split a sponsorship package. For example, two vendors could share the closing reception for just \$6,000 each. Each vendor would be recognized and each would receive five conference registrations.

## Sponsor Benefits

In addition to valuable intangible benefits, all sponsorship opportunities include:

- ✓ Acknowledgment in the preliminary program and online agenda
- ✓ Pre-and post-event registration lists
- ✓ Logo and a summary of services on the Solutions Center page at [mhca.com](http://mhca.com)
- ✓ Logo, sponsor description and contact information listed in the conference app
- ✓ Acknowledgment during a morning general session
- ✓ Logoed signage during sponsored events
- ✓ Posts in the conference app about sponsored product/service/activity mentioning your organization

Sponsorships also include nontransferable conference registrations for organization reps at the following rates:

Sponsorship Level	# of Registrations Included
\$2,500 - \$2,999	One registration
\$3,000 - \$3,999	Two registrations
\$4,000 - \$4,999	Three registrations
\$5,000 - \$7,500	Four registrations
\$12,000 - \$20,000	Nine registrations

# Reception Solutions



## Added Benefits for Reception Sponsors

In addition to the benefits outlined above, our reception sponsors also receive:

- ✓ Premium space in our Solutions Center
- ✓ On-site meeting space
- ✓ Your banner/signage prominently displayed at both bars during the reception
- ✓ One clickable ad in an issue of our monthly electronic newsletter
- ✓ One post on LinkedIn to acknowledge the partnership
- ✓ One email blast to members by **mhca** or one co-sponsored webinar between conferences on an **mhca**-approved topic

### ► Evening Receptions

More than anything else, people attend conferences to connect with like-minded individuals and gain useful insights. You can increase your visibility, reinforce your brand, and solidify your company as a legitimate resource for industry solutions as a reception sponsor. Receptions offer an unparalleled opportunity to build relationships and forge lasting connections with your audience.

#### Welcome Reception - \$20,000

Be the first to welcome **mhca** members to the conference! Our welcome reception is the perfect opportunity to set the tone for the conference and begin conversations that can continue over the next two days.

#### Mid-Week Mingle - \$22,000

Tap into the excitement of our mid-conference reception, which typically boasts the best attendance.

#### The Elite Event - \$12,000

Have the last word and leave your customers with a pleasant memory to carry home. An Elite Event isn't just a closing celebration—it's a chance for attendees to compete, connect and unwind in a fun, high-energy environment. These are more intimate receptions with a special interactive activity (caricatures, glow-in-the-dark putt-putt challenge, close-up magic and more!) added on so attendees leave on a high note.

# Sponsorships

## ► Group Activities / Outings

Our conferences are held at amazing venues with lots to offer in the way of entertainment. Make a lasting impression on attendees by sponsoring a group outing to a local event. Sponsored group outings must be open to all members attending the conference, not just vendor clients, but registration can be capped at 40 or more participants if necessary for budgeting purposes. Consider options such as: professional sporting events, concerts, art exhibits, Broadway shows or a bike/hike/walk/run activity.

Past outings have included a Detroit Tigers baseball game, a morning beach walk and a Broadway show.



## ► Innovation & Leadership

Innovation and leadership development are what **mhca** is all about. Our half-day pre-conference events, sponsored lunches and presentations from nationally recognized thought-leaders bring together senior-level decision makers to collaborate, learn about trends transforming behavioral healthcare, and sharpen their leadership skills.

### Innovation/Leadership Incubator - \$7,500

Session sponsors may deliver a three-minute welcome to attendees at the opening of the session and will be provided a table right outside the meeting room to display their promotional materials.

### Feature Presentation Sponsor - \$15,000

Introduce our keynote speaker, say a few words about your company and place your promotional items on the tables for attendees (promos will be removed following the end of the session).

### Peer/Leadership/Networking Lunches - \$4,000

Lunch sponsors may deliver a three-minute welcome to attendees and will also receive two seats at the networking lunch.



# Sponsorships

## ► Breakfasts & Breaks

The way to attendees' hearts is indeed through their stomachs. Our attendees always appreciate good food to fuel their bodies and minds throughout the day.

### Eye-Opening Breakfast - \$4,500

Help conference participants fuel up for a day of engaging conversations by sponsoring a continental breakfast with fresh fruit, yogurt, pastries and more. In addition to logoed signage next to the refreshments, ask about options for logoed coffee cups, sleeves and/or napkins so attendees will carry your brand with them throughout the morning!

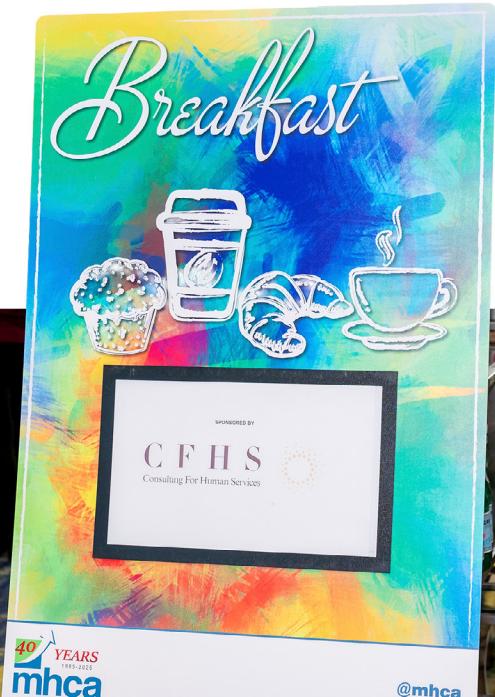
### Orientation Luncheon - \$3,000

Sponsors get two seats at the table during this intimate luncheon for new and prospective member CEOs. During the luncheon, they get to know more about these prospective clients and also have the opportunity to introduce themselves and say a few words about what they do.

### Morning or Afternoon Refreshment Break - \$4,500



Sponsor a delicious and much appreciated mid-morning or afternoon break. You can choose from healthy options like nuts or power bars, fun options like popcorn or ice cream or indulgent options like cookies or brownies. We could even do a candy bar break and incorporate a candy quiz via the conference app. In addition to logoed signage next to the refreshments, ask about options for logoed water bottles, napkins, and even food!



# Sponsorships

## ► Tech Support

### Wi-Fi - \$3,500

Connect with attendees virtually everywhere. Your custom graphic and logo will appear on a splash screen and landing page that attendees see every time they access the conference Wi-Fi.

### Conference App - \$3,500

Essential for every conference attendee, **mhca**'s conference app allows users to navigate and engage throughout the conference. The app features the conference agenda, presentation materials, attendee list, photo sharing and more. Every time attendees open the app, your message will be the first thing they see, ensuring hundreds of impressions before, during and even after the conference.

### Charging Stations - \$3,000



We all love our electronic devices, but the batteries tend to run low during conferences. Provide attendees with a convenient way to recharge with branded charging stations located in the back of the conference meeting rooms.

## ► Relaxation

Research shows that sometimes people need to stop their mind and relax in order to think of better solutions and solve problems. Here are a few ways you can help attendees relax so they can better engage in all the opportunities for collaboration during conferences:

### Chair Massage Stations - \$3,000

Massage can counteract the imbalance caused from sitting, ease muscle pain and anxiety, relieve headaches, improve sleep and boost immunity. Providing attendees with 10-minute chair massages during each of our 30-minute breaks on Wednesday shows you truly care about their health and well-being.

### Fun Fitness - \$2,500

Sponsor a fun fitness class like Zumba or a themed morning walk/run complete with branded bottled water and sport towels for up to 40 participants.

# Sponsorships

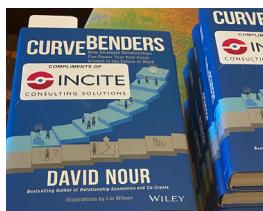
## ► All Business

Help attendees take care of business during the conference by providing products and services to meet their immediate needs.

### Exclusive Room Drop - \$3,000

A high visibility room drop assures each attendee will see your message, creatively invites people to your table and allows you to manage your promotional item, as you'll know exactly how many you need to buy. The items you provide should reflect your brand, but consider these basic guidelines: items should be either consumable or practical/meaningful, and definitely packable (avoid large/bulky, heavy or especially fragile items). This sponsorship entitles you to exclusive rights to provide a room drop item on a specified day and covers the per item hotel room drop fee for up to 200 attendees. Sponsors will be responsible for producing their own room drop materials, delivering them to the conference hotel by the specified due date and covering any additional receiving/handling fees incurred.

### Leaders Are Readers - \$5,000



Distribution of a best-selling book featuring your logo on the cover and a two-sided full-color bookmark with information about your product or service. This sponsorship has lasting "shelf-life" as books are often shared with peers and added to organizational libraries after they've been read by the initial recipients.

### Take Note - \$3,000



You'll have exclusive rights to provide branded notepads and pens for participants' use throughout the conference. You provide 350 pads and pens, and **mhca** staff will ensure they are on every conference room table during every session.

### Raffle Sponsor - \$3,500



**mhca** will purchase a gift basket for the conference and the sponsor can include their logoed merchandise. **mhca** will promote the raffle in pre-conference emails and on-site. Members attending will receive a ticket for the gift basket in their conference packet. On the final morning, the sponsor would announce the winning ticket and have a brief time to say something about the company. Must be present to win.

### Know Before You Go Email - \$5,000

Our pre-conference email to all registered attendees will feature your clickable ad! We provide attendees information about special conference events and area attractions the week before our conference. The distribution list averages 200 and an open rate of 60%. This is a unique opportunity to drive traffic to your website before attendees see you on-site.

# Sponsorships

## ► Additional Branding Options

Other opportunities that can be negotiated on a conference-by-conference basis include:

### Branded Hotel Room Keys For Conference Attendees



Advertise your company logo on conference key cards for all attendees to use to unlock their hotel rooms. Artwork provided by sponsor. Production and hotel fees will apply.

### Branded Door Hangers



Create custom "Do Not Disturb" door hangers to showcase your company. Artwork to be provided by sponsor. Production and hotel fees will apply.

### Branded Water Stations With Refillable Logoed Bottles



Keep attendees hydrated all conference long, support the environment and boost your brand with a practical item they will use over and over.



**We value our partners and want to help you communicate your values and achieve your goals.** If the options presented here don't meet your needs, contact us to discuss custom sponsorships aligned with your mission.

# Winter Exclusives

Our Winter Conference and Annual Meeting in Clearwater Beach, Florida, is always our best-attended event. Members look forward to this conference all year. CEOs often bring their staff and sometimes their families as well. We like to incorporate some exclusive sponsorship opportunities for this conference every year.

## VIP Registration Station - \$4,500



Welcome attendees with a branded gourmet coffee or mimosa station.

## Professional Headshots - \$4,000

We all want to look our best, but it's often hard to find the time to get our ancient headshots updated. You can connect with executives and create a lasting impression by sponsoring professional photo sessions at our Winter Conference. Each session will include at least three shots that participants can download following the conference. The download link will be provided via email along with your promotional message as the sponsor.

## Sand Sculpture Demonstration - \$4,500



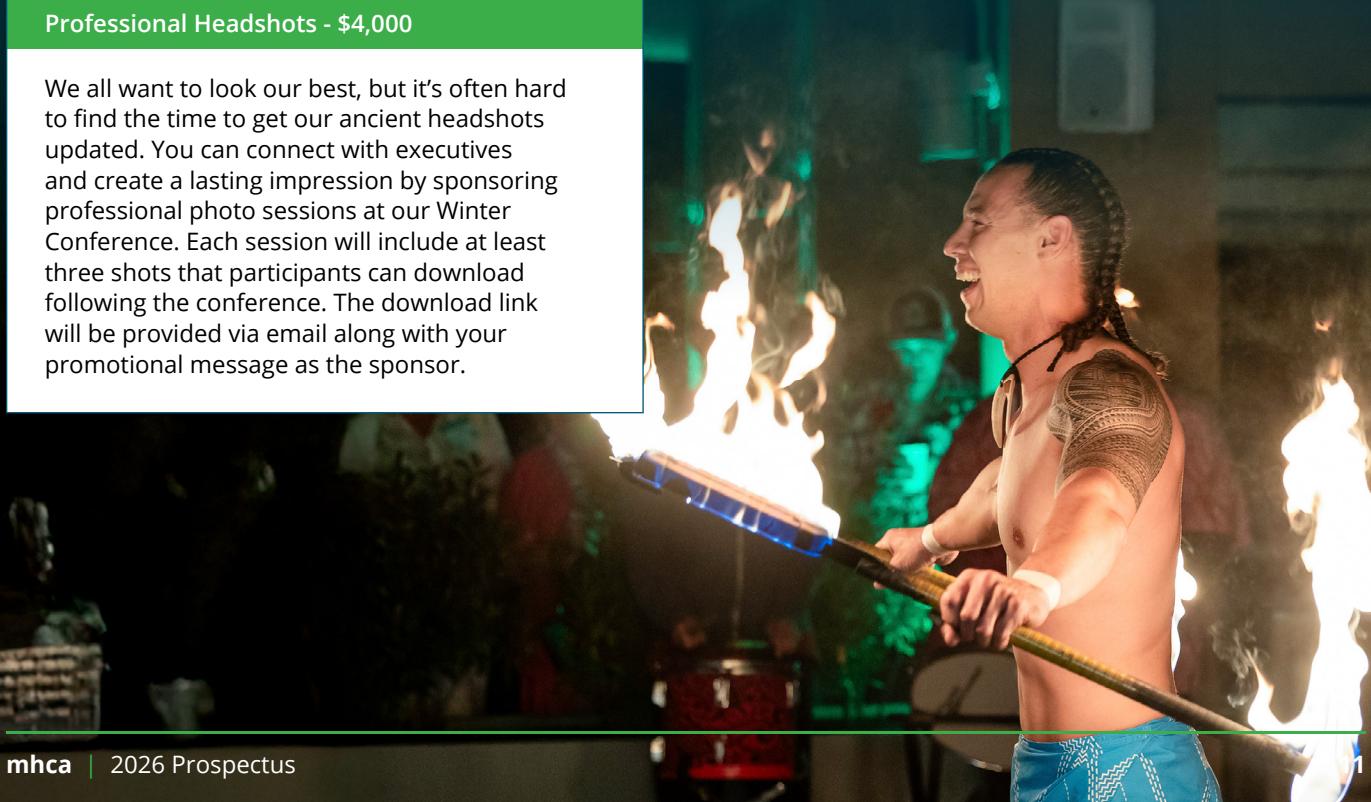
Entertain attendees as they watch a sand sculpture artist create a lovely tabletop sand sculpture that will feature your logo! What a great conversation starter and photo op!

## Group Beach Walk & Shell Collecting - \$2,500

Host a beach walk complete with branded bottled water and sport towels for up to 40 participants.

## Sunrise Yoga or Meditation - \$3,000

We provide an instructor, yoga mats, branded water bottles and sport towels—you provide the zen vibes!



# Swag Bag Options

## ► Winter Conference Group Swag Bag

For this conference only, **mhca** offers a group goodie bag distribution for all sponsors and vendors participating in the conference. If you would like to participate in this opportunity, please contact us about sponsoring one of the following TOP MEMBER REQUESTED SWAG items for the **mhca** member goodie bags. The item costs listed include personalization with your one-color logo as well as shipping and handling.

### Co-Sponsor the Beach Bag With Us - \$4,500



Your logo and ours will be added to the bag that holds all the goodies!

### Portable Bluetooth Speaker - \$3,500

Promote your brand with a laser-engraved logo on the side of this portable speaker featuring 2.5 hours playback time and a range of 33 ft. Rechargeable via included micro-USB cable. Great travel size of 1-5/8" H x 2-3/4" Dia.



### Wireless Ear Buds - \$4,500

Keep the music playing with these custom Bluetooth earbuds! Truly wireless earbuds that charge inside the carrying case. Playback time of 2 hours on a full charge and a range of 30 feet from your device.



### Cozy Travel Blanket - \$3,500

Conference meeting rooms can be chilly! Give a warm and lasting impression to attendees with this fleece travel blanket.



### Refillable Water Bottle - \$4,500

A sophisticated look to represent your modern brand! Features double-wall stainless steel construction for insulation of hot and cold liquids. Vacuum-sealed technology helps keep drinks cold up to 24 hours and hot up to 12 hours.



### Leather Luggage Tags - \$2,800

Diamond-textured leather luggage tag with a snap privacy flap over contact information and an adjustable leather strap with metal buckle.



### 22 oz Travel Tumbler - \$3,500

These travel tumblers are made of double-wall stainless steel with vacuum insulation keeping drinks hot or cold for longer and features a push on flip-top lid with sip-through opening and a straw.



### Bucket Hat - \$4,000

Bucket hats make great giveaways at outdoor events. Your price includes embroidery on the front of the hat.



### Stylish Executive Pen - \$2,000

Give your brand executive appeal with this gleaming writer. Executive twist-action ballpoint pen adds distinction to their desktop. Pen features medium-point, black ink. Imprint will appear gold on all colors

## Exhibitor Benefits

In addition to dedicated tabletop space and conference registrations, exhibitors receive:

- ✓ Pre-and post-event registration lists
- ✓ Logo and a summary of services on the Solutions Center page at [mhca.com](http://mhca.com)
- ✓ Listing in the preliminary program and online agenda with your website
- ✓ Logo, vendor description and contact information listed in the conference app
- ✓ Acknowledgment during a morning general session
- ✓ Opportunity to participate in games developed to drive traffic to your tables
- ✓ Promotion of your table activities and drawings in the conference app

### Tabletop Exhibit - \$4,500

A Solutions Center Tabletop Exhibit consists of a 6-foot draped table, 3 chairs, a trash can and access to electrical outlets. **There is limited floor space, but one banner stand up to 3 feet wide and 1 foot deep can be accommodated.** If exhibitors request additional services (hard-wired internet access, LCD monitor, etc.) fees for these additional items will be payable to **mhca** within 30 days of invoice. **If you commit to a tabletop at four consecutive conferences, your invoice will reflect a \$1,000 discount.** The tabletop fee includes three conference registrations for business representatives.

### Additional Registrations - \$2,000

If exhibitors would like to bring additional representatives, they may do so at a cost of \$2,000 per person.

# Solutions Center

## Vendor Profile

**mhca** conferences are typically limited to no more than 20 tabletop exhibitors. All tables are located in high-traffic registration and refreshment areas for maximum exposure. Exhibitors represent pharmaceutical, diagnostic, health information technology, insurance, banking, M&A consulting, accreditation and professional development providers.

Recent vendors have included:

- ContinuumCloud
- Eleos Health
- Genoa Healthcare
- Mend
- MHRG
- Netsmart
- Pondurance

## Solutions Center Schedule

### Tabletop Setup:

Typically, conferences run Tuesday-Thursday and vendors set up Tuesday 4:00 – 6:00 p.m. or Wednesday 7:00 – 8:00 a.m. Occasionally, the conference schedule is shifted to Monday-Wednesday, then setup would be available Monday 4:00 – 6:00 p.m. or Tuesday, 7:00 – 8:00 a.m.

### Tabletop Hours:

Wednesday 8:00 a.m. – 5:00 p.m.  
Thursday 8:00 a.m. – 3:00 p.m.

### Dismantling:

Thursday 3:00 – 5:00 p.m. Vendors are responsible for arranging and paying for shipping/handling of their tabletop items.

## Space Assignment

Space is limited in the Solutions Center area and tabletop locations will be assigned as applications are received. You are encouraged to submit your application early. Our Top-Tier Sponsors are given premium locations with room for a larger display, but all spaces are located in high-traffic registration and refreshment areas.



# The Fine Print

## Application Deadlines

Sponsor/tabletop applications must be received at least 30 days prior to the conference date.

## Confirmation

**mhca** will provide an acknowledgment of your application upon receipt. However, unless other arrangements are made, you will only be given confirmation of your sponsorship/tabletop reservation once payment has been received. **mhca** reserves the right to refuse sponsorships and tabletops.

## Payment

Payment is due at the time of application unless other arrangements have been made with **mhca**. Fees can be paid by ACH (please contact Cathy Barnes at cbarnes@mhca.com for instructions) or by check payable to:

**mhca**  
PO Box 12037  
Tallahassee, FL 32317

## Sponsor/Exhibitor Participation & Special Events

Vendors attending the conference are encouraged to participate in the conference sessions and many of the social activities we offer. If you are interested in hosting a special event in conjunction with our conference, contact **mhca** to ensure your activities don't conflict with or detract from our attendees' overall conference experience. As a condition of accepting a vendor's application for a conference, the vendor agrees to refrain from holding an event during conference hours. Vendors who plan events for our conference attendees without coordinating with **mhca** staff may be precluded from participating in future **mhca** events.

## Shipping and Storage

Vendor materials are to be shipped directly to the conference hotel for delivery no more than three days prior to the start of the conference. Shipments received more than three days in advance may incur storage fees. The hotel or **mhca** assumes no liability for the condition of contents of shipped packages. Delivery/removal of shipments to/from tables is the responsibility of the vendor. It is the vendors' responsibility to properly mark and identify shipments per the hotel's shipping policy. Packages shipped out of the hotel must be prepaid, addressed, labeled and ready for mailing. Vendors will be responsible for any direct shipping costs or hotel handling fees.

## Liability and Insurance

Neither **mhca** nor the hotel assumes any obligation or duty with respect to protection of property of vendors, which shall at all times be the responsibility of each vendor. Each party agrees to be responsible for their own property through insurance and to be responsible for any claims arising out their own negligence or that of their employees or agents. The vendor assumes the entire responsibility and liability for losses, damages and claims arising out of the exhibitor's activities on the hotel premises and will indemnify, defend and hold harmless **mhca**, the hotel and its agents from any and all such losses.

## Conference Attendance and Accommodations

Registration is required to attend **mhca** conferences and is the responsibility of each vendor. Sponsors/exhibitors should register online at [www.mhca.com](http://www.mhca.com). Vendor representatives are also responsible for making their hotel reservations directly with the conference hotel. All representatives staying within our designated room block at the conference hotel will be classified as conference attendees and subject to a registration fee, unless their participation is already included as part of an exhibit or sponsorship package.

# Application & Contract

Use this application form to officially request your sponsorship/tabletop space. If the sponsorship/tabletop space you want is no longer available, we will contact you with alternatives.

Item	Description	Unit Cost	Conference (check all that apply)	Total Cost
Sponsorship			<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	
Sponsorship			<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	
Sponsorship			<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	
Sponsorship			<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	
Tabletop Exhibition Space		@\$4,500	<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	
Additional Registrations		@\$2,000	<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	
Swag Bag Item			<input type="checkbox"/> Winter	
Other			<input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	
<b>Total</b>				

## If your request is approved, you will need to:

- Submit your payment via check (mail to: PO Box 12037, Tallahassee, FL 32317) or online at [mhca.com](http://mhca.com)
- Submit your logo in a high-resolution vector file (300 dpi or greater, .eps or .pdf preferred), a brief description of your services (50 words MAX) and your social media handle (ex. @mhca) to Gena Matthews at [gmatthews@mhca.com](mailto:gmatthews@mhca.com)

## If you are attending a conference as an exhibitor or sponsor, you will also need to:

- Complete online conference registration at [www.mhca.com](http://www.mhca.com) (90 days prior to each conference)
- Reserve sleeping rooms with the hotel (the sooner the better as our room blocks often sell out)

**By completing and submitting this form, I confirm that I have read and agree to abide by all the Terms and Conditions outlined in the preceding pages.**

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Social Media Handles: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_