



## Conference 2022 | Sponsorship Opportunities

We are excited to offer you an opportunity to participate in our Annual Conference presented in a hybrid format at Braemar Golf Course and on Zoom. Whether you attend in-person or virtually, our members look forward to the opportunity to interact with your representative and learn first-hand about your products and services.

Our organization is making an impact through increasing membership, greater attendance at events, and a strong presence at the legislature. We need sponsors like you to make an even greater impact. Our award-winning association relies on our sponsors to have a voice in the health insurance and benefits industry.

### Deadline for sponsorship commitment is March 25, 2022.

Please confirm acceptance of your MAHU Conference Package with Chad Levis [chad.levis@cal-financial.com](mailto:chad.levis@cal-financial.com) or Mike Anderson | [mike@andersonbenefitpartners.com](mailto:mike@andersonbenefitpartners.com) for an invoice to be emailed to pay by credit card or to mail a check.

### Conference Packages:

Sponsor Packages	Cost	Available Packages	Passes to Conference	5-minute Message	Introduce Speaker	Drink Tickets	Signage	Exhibit Booth	Booklet Ad	Branding	Attendee List	Virtual Booth
Exhibitor Package	\$500.00	1 of 10 Available	1	No	No	No	No	Booth	Ad-half	Benefit	Benefit	Benefit
Speaker Package	\$650.00	3 of 5 Available	1	Benefit	Benefit	No	No	No	Ad-half	Benefit	Benefit	Benefit
Social Package	\$650.00	SOLD	1	No	No	Benefit	Benefit	Booth	Ad-half	Benefit	Benefit	Benefit
AM Refreshments	\$250.00	SOLD	1	No	No	No	Benefit	No	Ad-half	Benefit	Benefit	No
PM Snacks	\$250.00	SOLD	1	No	No	No	Benefit	No	Ad-half	Benefit	Benefit	No

## Event Over-view:

**What:** MAHU Hybrid Educational Conference

**Theme:** Employee Benefits | Elevate ~ Evolve ~ Engage

**Dates:** Wednesday, May 4, 2022

**Time:** 8:00 AM – 6:00 PM

**Location:** Zoom and Braemar Golf Course | 6364 John Harris Dr., Edina, MN 55439

**Agenda:** (Detailed timing to be confirmed)

8:00 AM Welcome

9:00 AM – 5:00 PM Speakers, plated lunch, networking opportunities

5:00 PM – 6:00 PM Happy Hour with sponsor drawings

**CE:** Potential of 5 credits

## Additional details on package benefits and deadlines:

- **Passes to Conference:** Designated number of sponsor attendees at no charge attending either in-person or virtually. Additional sponsor attendees may register at the MAHU member rate. Confirmed sponsors will receive a code to use to register for free designated attendee and additional representatives at the member rate.
- **5-minute message** is a benefit of the Speaker Package only and will be scheduled prior to the speaker the sponsor will introduce.
- **Social Sponsor** will receive a limited number of pre-paid drink tickets to personally handout during the social.
- **Signage:** Refreshment and Social sponsors will receive sponsor specific signage based on sponsorship package displayed at the Conference. All participating sponsors will be featured on a Thank You poster at the Conference.
- **Exhibit booth** will be the option of a 6' draped table for a table-top display and brochures, or no table and a 6" x 3" space for a floor trade show display.
- **Booklet** will be U.S. mailed to all MAHU members and available as a handout at the Conference. Ads per benefit are **due to [office@emahu.org](mailto:office@emahu.org) by 3/16/22**  
Full color, provided in JPG, PNG, or PDF  
Size: Full-page ad size in PDF 5" wide x 8" tall | Half-page ad size 5" wide x 4" tall



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### Additional details on package benefits and deadlines (Continued)

- **Branding** of sponsor includes Logo & Link to sponsor website included in event promotional emails, home page MAHU website, logo on signage at in-person location, thank you sponsor with logo on the back page of the Conference Booklet, and logo in the PowerPoint featured at event and in virtual format.
- **Logo** in high resolution format **due to [office@emahu.org](mailto:office@emahu.org) by 3/16/22**
- **Virtual Booth:** Per sponsorship benefits. Access by registered attendees two weeks prior and two weeks following the Conference. Information to include in the virtual booth **due to [office@emahu.org](mailto:office@emahu.org) by 4/1/22**  
MAHU will build a virtual Sponsor Booth at the MAHU website per benefit package and will include:
  - Your company name/logo
  - Contact information of representative
  - Branding tagline or statement to attendees (Up to a three-sentence message to attendees visiting your conference virtual booth)
  - Breakout room for virtual attendees to chat with virtual representative during specified networking time (time TBD.)
  - Link to a company video message
  - Links to download your promotional materials
  - Link to “add me to your mailing list” provided by sponsor
  - Link to enter an optional door prize drawing from you (If you have an in-person booth, you may want to do this at your booth)
- **Sponsorship Confirmation:**  
Please confirm acceptance of your MAHU Conference Package with Chad Levis [chad.levis@cal-financial.com](mailto:chad.levis@cal-financial.com) or Mike Anderson | [mike@andersonbenefitpartners.com](mailto:mike@andersonbenefitpartners.com) for an invoice to be emailed to pay by credit card or to mail a check.
- **Annual Sponsorships:** Information on additional benefits for Annual Sponsors is available. Please ask Chad or Mike for details!
- **Questions** on providing materials or paying for your sponsorship can be directed to Sandy at [office@emahu.org](mailto:office@emahu.org)