



**2022** MNCM Annual  
Conference

**Sponsor/Exhibitor Opportunities**

*JOIN US as a sponsor or exhibitor at the 2022 MN Community Measurement Annual Conference. You'll have the opportunity to engage with hundreds of health care providers, payers, business leaders, and more.*

## ABOUT THE 2022 ANNUAL CONFERENCE

This conference will bring a focus on critical issues related to health care quality, cost, and equity. Attendees represent a diverse network of health and community leaders who are coming together for a day of educational speakers and meaningful discussions. Look forward to topics and sessions focused on:

- Leveraging data and collaboration to tackle health disparities
- Addressing food insecurity through community partnerships
- The future of measurement—in Minnesota and nationally

## CONFERENCE FEATURES

Our conference will once again be offered virtually. We have set up an extensive list of virtual options and opportunities for sponsors. Our virtual conference platform Whova will allow us to bring many powerful features to attendees.

Become a sponsor [here](#) or use the included form.

Attendees will have the opportunity to:

- Explore **exhibit halls**, virtually
- Access **customizable sponsor content**
- Leverage a variety of **interactive, app-based features** including video presentations, chat with attendees and virtual meet-ups.

More information about the opportunities for sponsors to engage conference attendees through the Whova platform will be available. This information will be sent to all exhibitors as the conference approaches.

## WHO WILL ATTEND?

Each year, 200+ health care payers, health care providers, quality managers, employers and business leaders, and policymakers partner together at the MN Community Measurement Annual Conference. They share best practices, lessons learned, achievements, and future plans in the areas of quality measurement, quality improvement, patient care, and cost containment.

These topics and an engaged, collaborative effort have never been more important to the future of health care.

## WHY SPONSOR OR EXHIBIT AT THE ANNUAL CONFERENCE?

When you sponsor MN Community Measurement's Annual Conference, you have the chance to make a real difference in supporting community efforts to advance high quality, affordable health care and improve Minnesotans' health through measurement and data. You will be helping to:

- Shape the future of health care
- Support non-biased, data-driven decision making
- Identify best practices to strengthen outcomes for all Minnesotans
- Stay informed on the latest research and data

Please register as a  
sponsor by  
April 6, 2022

Our innovative virtual event platform provides exhibitors and sponsors unique opportunities to share information and promote their organization in meaningful ways.

- Enjoy lasting power through **longer-lasting sponsor placement**
- More advanced ability to **evaluate and measure sponsorship impact**
- Possibility for **more exposure** due to higher attendance without attendees having to travel
- Provide **engaging videos and authentic information** by building your own **sponsor page**
- Ability to take advantage of **interactive displays**, such as polls, Q&A, and more

## SPONSORSHIP OPPORTUNITIES

Sponsors and exhibitors receive recognition based on their level of sponsorship. This year's virtual format allows you to have a more customizable sponsorship experience than ever before!

### Platinum Sponsor — \$6,000

- Five conference tickets
  - Recognition as Platinum Sponsor during seminar welcome and closing
  - (3) social media pushes prior to conference (1 exclusive)
  - *New this year:* Embedded 30-second video in event marketing 2x answering the question: Why does your company support MNMCM's mission & vision?  
**MNMCM Mission:** MNMCM empowers health care decision makers with meaningful data to drive improvement.  
**MNMCM Vision:** At MN Community Measurement, we believe data is powerful and we're using it to lead the improvement of health care in our region. We work with doctors, hospitals, clinics, insurance companies, purchasers, and state agencies to design measures. We then collect, analyze, and share actionable data on health care quality and cost.
- Premium recognition on all promotional and program materials including emails, website, signage, and electronic program (premium = 2x prominence of standard recognition)
  - Access to attendee list within conference app with direct messaging option.
  - Virtual exhibit (available and promoted to attendees one week prior to conference)
- Recognition in conference app and support developing a robust presence within the app (sponsor attendee tags)

### Gold Sponsor — \$4,000

- Four annual conference tickets
- Recognition as a Gold Sponsor during seminar welcome
- (3) social media pushes prior to conference (1 exclusive)
- Premium recognition on all promotional and program materials including emails, website, signage, and electronic program (premium = 2x prominence of standard recognition)
- Access to attendee list within conference app with direct messaging option.
- Virtual exhibit (available and promoted to attendees one week prior to conference)
- Recognition in conference app and support developing a robust presence within the app (sponsor attendee tags)

### Silver Sponsor — \$3,000

- Three annual conference tickets
- Recognition as a Silver Sponsor during seminar welcome
- (3) social media pushes prior to conference
- Standard recognition on all promotional and program materials including emails, website, signage, and electronic program
- Access to attendee list within conference app with direct messaging option.
- Virtual exhibit (available and promoted to attendees one week prior to conference)
- Recognition in conference app and support developing a robust presence within the app (sponsor attendee tags)

### Bronze Sponsor — \$1,500

- Two annual conference tickets
- Standard recognition on all promotional and program materials including emails, website, signage, and electronic program
- Access to attendee list within conference app with direct messaging option.
- Virtual exhibit (available and promoted to attendees one week prior to conference)
- Recognition in conference app and support developing a robust presence within the app (sponsor attendee tags)

### Exhibitor — \$500

- One annual conference ticket
- Virtual exhibit plus recognition in conference app and support developing a robust presence within the app (exhibitor attendee tags)
- Listing on Conference web page

# MNCM 2022 ANNUAL CONFERENCE REGISTRATION

Register online, or to pay by check, complete the form below and send to the address listed at the bottom.

## SPONSORSHIP INFORMATION

NAME OF ORGANIZATION (AS IT WILL BE LISTED IN ANY MATERIALS)

NAME OF CONTACT PERSON

TITLE

ADDRESS

CITY, STATE, ZIP

PHONE

EMAIL

WEBSITE

## SPONSOR PACKAGE

- Platinum Sponsor: \$6,000
- Gold Sponsor: \$4,000
- Silver Sponsor: \$3,000
- Bronze Sponsor: \$1,500
- Exhibitor Only: \$500

## SPONSORSHIP PAYMENT

- Check Enclosed (Payable to MNCM)

SEND TO:

**MN Community Measurement**  
3433 Broadway Street NE  
Minneapolis, MN 55413

Payment must be received with this form. Please note that sponsorship payments are non-refundable.

## COMPANY DESCRIPTION

Please provide a brief description of your organization for our seminar program. Additionally, you will be contacted to provide a JPG file of your company's logo for use on the website and in materials.

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MN Community Measurement is a 501(c)3 non-profit. Your sponsorship may be tax deductible as a charitable contribution. We are unaware of a fair market value for sponsoring the seminar. Please consult with your tax expert.