



MNCM 2023

# ANNUAL CONFERENCE

APRIL 26, 2023 | CROWNE PLAZA MINNEAPOLIS WEST

Sponsor/Exhibitor  
Opportunities



MN Community  
MEASUREMENT





*JOIN US as a sponsor or exhibitor at the MN Community Measurement Annual Conference 2023. You'll have the opportunity to engage with hundreds of health care providers, payers, business leaders, and more.*

## ABOUT THE 2023 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 for a day of educational speakers and meaningful discussions. Look forward to topics and sessions surrounding:

- Evolving measurement and data collection to meet stakeholder priorities for improving health care quality, cost, and equity
- Leveraging data and collaboration to accelerate progress on health equity
- Generating and sharing insights on strategies that work to drive improvement

## A RETURN TO IN-PERSON EVENTS

We're excited to offer our first in-person conference in several years. We're looking forward to seeing everyone face to face, and give an opportunity for our sponsors and exhibitors to speak directly with our attendees.

Attendees will have the opportunity to:

- Explore **the exhibit hall**
- Interact with **sponsors and exhibitors** during several breaks.
- Leverage a variety of **networking** opportunities that will be available during the conference.

More information about the opportunities for sponsors to engage conference attendees will be announced when attendee registration launches.

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

## 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.

## 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 5, 2023**

## VENUE AND LODGING INFORMATION

The conference will be held at the Crowne Plaza Minneapolis West in Plymouth, MN.

### Location

3131 Campus Dr.  
Plymouth, MN 55441  
(763) 559-6600

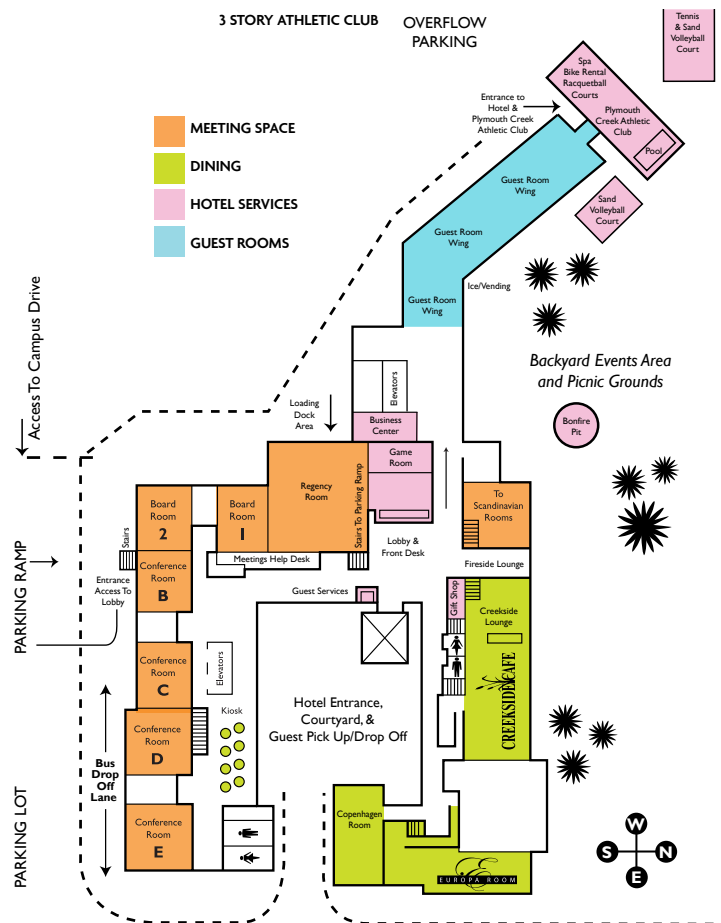
### Reservations

A room block is reserved for MNMCM Conference attendees at a rate of \$139 per night.

[Visit this link to make reservations.](#)

### Session Layout

Main sessions for the conference will be held in the Regency Ballroom and breakout sessions will take place in conference rooms C, D, and E. Exhibit Tables will be placed along the path between these rooms and the break areas and designated networking areas.



## SPONSORSHIP OPPORTUNITIES

Sponsors and exhibitors receive recognition based on their level of sponsorship. This year's return to the in-person format allows you to have a more engaged sponsorship experience!

### Platinum Sponsor — \$5,000

- Five conference tickets
- Recognition as Platinum Sponsor during seminar welcome and closing (3) social media pushes prior to conference (1 exclusive)
- Special thank-you from the podium during opening general session
- Premium recognition on all promotional and program materials including emails, website, signage, and program (premium = 2x prominence of standard recognition)
- Recognition as Platinum Sponsor from Podium during Conference
- Recognition as Platinum Sponsor with ribbon on nametag
- Exhibit table with central location in exhibit area.
- Primary placement of embedded 30-second video in exclusive gallery of videos answering the question: Why does your company support MNMCM's mission & vision?

### 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 program (premium = 2x prominence of standard recognition)
- Recognition as Gold Sponsor from Podium during Conference
- Recognition as Gold Sponsor with ribbon on nametag
- Exhibit table with central location in exhibit area.
- Embedded 30-second video in exclusive gallery of videos answering the question: Why does your company support MNMCM's mission & vision?

### 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
- Recognition as Silver Sponsor with ribbon on nametag
- Exhibit table in exhibit area.
- Embedded 30-second video in exclusive gallery of videos answering the question: Why does your company support MNMCM's mission & vision?

### Bronze Sponsor — \$2,000

- Two annual conference tickets
- Standard recognition on all promotional and program materials including emails, website, signage, and electronic program
- Recognition as Bronze Sponsor with ribbon on nametag
- Exhibit table in exhibit area.
- Embedded 30-second video in exclusive gallery of videos answering the question: Why does your company support MNMCM's mission & vision?

### Exhibitor — \$500

- One annual conference ticket
- Exhibit table in exhibit area.
- Listing on Conference web page

## Sponsor Video Gallery Opportunity

This year, MNMCM will provide a gallery of videos available to all potential attendees about great reasons to attend the conference. This is an opportunity for your organization to show its support for MNMCM and let registrants know how you support MNMCM's mission and vision. This consists of one embedded 30-second video, 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.
- We can connect with you to record this remotely if that works best. Or you may submit it in whatever format works best for you.

# MNCM 2023 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: \$5,000
- Gold Sponsor: \$4,000
- Silver Sponsor: \$3,000
- Bronze Sponsor: \$2,000
- Exhibitor Only: \$500

## EXHIBIT OPTION

- I need electricity for my exhibit

## SPONSORSHIP PAYMENT

- Check Enclosed (Payable to MNMCM)

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.

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.