

EXHIBITOR AND SPONSOR PROSPECTUS



MARYLAND RURAL HEALTH CONFERENCE OCEAN CITY, MD

22 - 24
OCTOBER

PRINCESS ROYALE RESORT
9100 Coastal Hwy Ocean City, MD 21842

www.mdruralhealth.org

2023 MHRA Annual Conference

Welcome

The Maryland Rural Health Association is excited to invite you to sponsor and exhibit at the Maryland Rural Health Conference held at the Princess Royale Oceanfront Resort in Ocean City, MD, on October 22 - 24, 2023. Give your organization the opportunity to **spotlight your products and services** at this critical rural health event. **Make impactful connections** and **network face-to-face** with prospective and existing clients from across the state. Don't miss this chance to **expand your customer base** and **build brand awareness**. We sincerely appreciate your support!

About MRHA

The Maryland Rural Health Association is a non-profit organization whose mission is to educate and advocate for the optimal health and wellness of rural communities and their residents. MRHA is a member organization comprised of local health departments, hospitals, community health centers, area health education centers, health professionals, nonprofits, and community members throughout Maryland. Of Maryland's 24 counties, 18 are considered rural by the state, and with a population of over 1.8 million, they differ greatly from the urban areas in the state.

Who Will Attend?

MRHA's annual conference attracts health care executives, management administration staff, hospital leadership, community and public health organizations, health education professionals, academic researchers, university and college professionals, State Offices of Rural Health staff, state and federal government officials, and other rural health stakeholders. This conference provides a packed full day and half of general sessions, keynote presentations, breakout education sessions, certification sessions, an awards ceremony, exhibits, networking opportunities, and more! Don't miss this important rural health event!

Hotel Information

LOCATION

Princess Royale Oceanfront Resort
9100 Coastal Highway
Ocean City, MD 21842-2745

DISCOUNTED ROOM RATE

Book Early! *There are a limited number of rooms available at the special conference rate until **September 21st**.*

Rates apply for October 22 - October 24, 2023

\$109 + per night (Oceanview/Poolview Rooms)

\$199 + per night (Oceanfront Deluxe)

\$299 + per night (Two Bedroom Condo)

Group rates are subject to date and space availability.



RESERVATIONS

Book Online Today! **Once the dates are selected enter the rate code: 23MDRHA**

Or call the hotel reservations desk: **1-800-476-9253** and **provide the group name, Maryland Rural Health Association**, and the **block code: 23MDRHA**

BOOK ONLINE

Sponsorship Opportunities

Benefit	Partner	Emerald	Platinum	Gold	Silver	Bronze
Investment	\$10,000	\$5,000	\$2,500	\$1,500	\$1,000	\$600
Complimentary Conference Registrations	8	5	4	3	2	1
Exhibit Table (optional)	First-Tier Table	Second-Tier Table	Third-Tier Table	Forth-Tier Table	Fifth-Tier Table	Sixth-Tier Table
Printed Program Ad	Full Page	Full Page	Full Page	Half Page	Half Page	
Social Media Promotion	6	5	4	3	2	1
MRHA Organizational Membership	✓	✓	✓			
Onscreen Acknowledgement in General Session	✓	✓	✓			
Post-Show MRHA Podcast (optional)	✓	✓	✓			
Logo on MRHA Website	✓	✓	✓	✓	✓	✓
Listed in Program	Logo on Front Cover	✓	✓	✓	✓	✓
Sponsor Ribbon	✓	✓	✓	✓	✓	✓

Sponsorship Opportunities

A La Carte Sponsorships

Awards Banquet Sponsor - \$2,500 (Exclusive)

Gain additional exposure at the MRHA Awards Banquet dinner on Monday, October 24th! Sponsorship includes one complimentary conference registration and one dinner for the Awards Banquet. Recognition on the website, promotional materials, and announcement recognizing sponsor at the Awards Banquet. Includes social media posts prior to the event mentioning sponsor support.

Welcome Reception Sponsor - \$2,000 (Exclusive)

Welcome guests as they arrive to the first networking event on Sunday, October 22, 5pm - 6:30pm! Includes one complimentary conference registration and sponsor ribbon. Recognition on the website and in the printed conference program. Table-tent signage provided. Verbal recognition at the conference.

Lunch & Learn Sponsor - \$1,500 (3 Opportunities)

15-minute presentation opportunity to promote your organization and services to the attendees during Monday's lunch. Includes one complimentary conference registration and sponsor ribbon. Recognition on website, promotional materials, and announcement recognizing sponsor at the conference. Table-tent signage provided.

Professional Headshot Station - \$1,500 (Exclusive)

Sponsor professional headshots for attendees to use on their websites or resumes. Company logo on all informational communication given to attendees before and during the conference regarding professional headshots. Listed on the website and in the program. One complimentary conference registration and sponsor ribbon are included.

Breakfast Sponsor - \$1,000 (2 Opportunities)

Host the continental breakfast for attendees! This break provides a great opportunity to socialize and network. Includes one complimentary conference registration and sponsor ribbon. Recognition on website, promotional materials, and announcement recognizing sponsor at the conference. Table-tent signage provided.

Coffee Break Sponsor - \$750 (3 Opportunities)

Sponsor coffee breaks in the exhibit hall attendees will appreciate! Includes one complimentary conference registration and sponsor ribbon. Recognition on website, promotional materials, and announcement recognizing sponsor at the conference. Table-tent signage provided on the coffee cart.

Conference Bag Sponsor - \$600 (Exclusive)

Display your company's logo on the conference bag that is in the hands of every attendee! Sponsor is responsible for providing bags and must be received prior to the conference. Recognition on website and promotional materials. Opportunity to place one marketing piece in the event bag. Complimentary conference registration for one person and sponsor ribbon included.

Conference Bag Insert - \$200 (5 Opportunities)

Insert a brochure, coupon, or flyer in each attendee conference bag. Reserve space in the conference bag and provide the materials to the hotel and MRHA staff prior to the event. Inserts must be pre-approved by MRHA. Upon approval, we will notify you with the shipping details, quantity needed, and deadline for receipt.

Attendee Pen - \$200 (Exclusive)

Your organization's logo imprinted on the pens given to attendees. Pens are provided by the sponsor and must be given to MRHA staff prior to the conference.

Ready to become a sponsor?

SIGN UP 

Looking for something else? **Customize a sponsorship.**
Email Yvette Shockney at yshockney@mdruralhealth.org

Exhibit Opportunity

Included for all levels of sponsorship!

This year the exhibit opportunity included in all levels of sponsorship or purchased separately allows you to have one-on-one conversations over tabletop exhibits in the exhibit hall. All exhibitors receive one 6ft skirted table, two chairs, one 110-volt electrical outlet, exhibitor ribbon, and listing in the conference program and MRHA website. Exhibit table reservations are not confirmed until receipt of payment is received in full via the online registration system, or check(s) received to Maryland Rural Health Association.

Benefits of Exhibiting:



Network and Make Key Connections

Interact with attendees inside the exhibit hall and other networking opportunities at the conference. This is your prime opportunity to get in front of the leaders and experts in our field.



Increase Brand Awareness and Exposure

Promote your company's product and/or services to meeting attendees. Position your organization as a leader in the health industry.



Expand Your Customer Base

Attendees are seeking solutions to problems they encounter on a regular basis. This means they are often ready to invest in a good solution on the spot. Build new leads and sales during and after the event.

Preliminary Exhibit Hall Hours	
<u>Sunday, October 22</u>	
2 pm - 5:30 pm	Exhibit Move-In Hours
<u>Monday, October 23</u>	
7 am - 9 am	Exhibitor Set-Up
9 am - 5 pm	Exhibits Open
6 pm	Prize Drawing
<u>Tuesday, October 24</u>	
8 am - 3 pm	Exhibits Open
2pm	Prize Drawing
3pm - 4 pm	Dismantle/Load-Out

***Exhibitor Rate** - Member: \$450 | Non-Member: \$550

**When not purchasing a sponsorship*

Exhibitor Promotional E-Blast

INCLUDED IN THE PURCHASE PRICE FOR ALL 2023 EXHIBITORS! Maximize your exposure by participating with this pre-show marketing opportunity! This e-blast message will be a resource for attendees to learn more about your organization and services prior to the conference. To participate in this program, please provide a brief company profile and/or special conference promotion and MRHA will include your message in this one-time Exhibitor e-blast message to be sent prior to the conference. All information must be received by **October 2, 2023**.

Networking Opportunities

All scheduled conference breaks are held in the Exhibit Hall to provide abundant attendee networking opportunities.

Prize Drawings

Each attendee is given an Exhibitor Card that lists all conference exhibitors. Attendees are encouraged to obtain signatures from each exhibitor and provide to MRHA staff at the registration desk in order to be eligible for the prize drawings. **Accepting prize donations valued at \$100+ for prize drawings.** Sponsor recognition and ribbon included. Please contact MRHA for additional details.

REGISTER

Advertising Information

Additional Program Ad Space



Ad Size	Rate
Full Page Color	\$350
Half Page Color	\$275

All advertisements without bleed or crop marks in color must be provided in JPG format sent in dimensions below (determined by sponsorship level or additional purchased program ad space). Ad content subject to approval by MRHA.

Conference Program Ad Sizes:

Full Page: 8.5 x 11 vertical | Half Page: 8.5 x 5.5 horizontal.

Due Dates to Note:



Ad Submission.....	September 6, 2023
Hotel Room Block.....	September 21, 2023
Exhibitor E-Blast Content.....	October 2, 2023

QUESTIONS?

Contact Yvette Shockney at yshockney@mdruralhealth.org



Terms & Conditions

Cancellations and Refunds

In the event that an Exhibitor/Sponsor cancels, Exhibitor/Sponsor shall promptly notify MRHA in writing via email. Upon completion of an Exhibitor/Sponsor registration, you have committed to supporting MRHA with those funds. MRHA is unable to refund a cancellation.

Assignment of Exhibit Space

Priority given to sponsors based on level of sponsorship. All other exhibit table-top assignments will be made on a first-come, first-served basis upon receipt of payment. No assignment will be made without payment. MRHA reserves the right to assign the next best available space when the requested space is unavailable.

Exhibit Booth Manning and Dismantling Schedule

A representative must man exhibit space during all times when Exhibition is officially open. Exhibit space must be maintained in a neat and orderly manner throughout the Exhibition. Exhibitors may begin dismantling only after hours stated in exhibitor service manual. Exhibitors are responsible for removal of all materials used in their display.

Liability

MRHA and the hotel will not be responsible for the safety of the exhibitor's property from theft, damage of fire, accident, or other cause, but will use reasonable care to protect the exhibitor from such loss. Exhibitors wishing to insure their goods must do so at their own expense. The exhibitor 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 MRHA and the hotel from any and all such losses. Security will not be provided by MRHA during the times that the exhibits are closed but doors will be locked by the hotel staff upon everyone's departure if located in a meeting room or located in areas secured. Exhibitors must comply with all safety, fire, and health requirements during move-in, operation, and move-out.

Care of Building/Equipment

Exhibitor shall not injure the walls or floors of the building. No signs or any other articles shall be posted, nailed, or otherwise attached to floors, walls, furniture, or fixtures. When damage appears, the exhibitor is liable to MRHA and to the Resort.

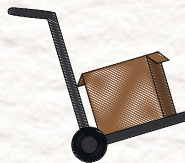
Shipping

If you will be shipping materials to the hotel, please do so no more than two (2) days in advance of the conference. All boxes must be marked as follows:

- Complete return address of Exhibitor
- For MRHA Conference
- Hold for Arrival of (company rep's name) OR MRHA Staff
- Date of Arrival (date rep checking into hotel)

Resort Address:

Princess Royale Oceanfront Resort
9100 Coastal Highway
Ocean City, MD 21842-2745



Maryland Rural Health Conference

October 22 - 24, 2023



See you in Ocean City!



Contact Us:



- Jonathan Dayton, MRHA Executive Director, jdayton@mdruralhealth.org
- Yvette Shockney, MRHA Operations Manager, yshockney@mdruralhealth.org

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