

# Engagement

## Application 2022

Partner - Sponsor - Exhibit

Your easy access to  
LTC providers in Michigan

Use this application to indicate your selection(s) for engagement with the association for 2022. Please complete all sections of the form, even if your total expense in a given category is \$0.00. There is a worksheet on page four to calculate your total commitment for the year.

### Company Information

Company Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Company City/State/Zip: \_\_\_\_\_

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

Company Fax Number: \_\_\_\_\_

Company Website: \_\_\_\_\_

### Company Category:

Please select the ONE most applicable category for your company.

- |                                     |                                   |                                     |
|-------------------------------------|-----------------------------------|-------------------------------------|
| A - Consultant                      | M - Insurance/Risk Management     | Y - Restoration                     |
| B - Design/Building/Remodel         | N - Laboratory                    | Z - Safety                          |
| C - Education/Training              | O - Legal Services                | Aa - Security/Monitoring/Nurse Call |
| D - Employment/Recruitment          | P - Marketing                     | Bb - Staffing Agency                |
| E - Environmental Supplies/Services | Q - Medical Supplies/Equipment    | Cc - Technology/Software            |
| F - Finance                         | R - Behavioral/Mental Health Care | Dd - Transportation                 |
| G - Food & Beverage/Service         | S - Nutrition/Wellness            | Ee - Uniforms/Footwear              |
| H - Furniture/Furnishings           | T - Oral Health                   | Ff - Vision Services                |
| I - Group Purchasing                | U - Pharmaceutical                | Gg - Wound Care                     |
| J - Health Plan                     | V - Physicians Services           | Other: PLEASE SPECIFY               |
| K - Home Health/Hospice             | W - Portable Diagnostic Services  | _____                               |
| L - Housekeeping/Laundry/Linens     | X - Rehabilitation/Therapy        |                                     |

### Company Representative

Primary Contact Name: \_\_\_\_\_

Primary Contact Title: \_\_\_\_\_

Preferred Phone Number: \_\_\_\_\_

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

### Annual Partnership Selection

#### Associate Partnership Tier:

Associate Partnership is run on a calendar year expiring December 31, 2022. Partnership rates will not be prorated.

Already Renewed for 2022

VIP Tier (\$6,000 annually)

Standard Tier (\$3,000 annually)

Value (\$1,100 annually)

No Partnership for 2022

### PARTNERSHIP DUES SUBTOTAL:

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### Annual Expo Booth Selections

I do not want a booth for 2022

#### Booth Size Selection:

The early partner rate expires March 1, 2022.  
The member (early and standard) rate is applicable to 2022  
HCAM/MCAL Associate Partners and members in good  
standing only.

Basic Booth (10'x8')	Deluxe Booth (20'x8')	Premier Booth (20'x20')
Early-Member: <del>\$800</del>	Early-Member: <del>\$1,800</del>	Early-Member: <del>\$2,800</del>
Member: \$1,000	Member: \$2,000	Member: \$3,000
Non-Member: \$2,500	Non-Member: \$3,500	Non-Member: \$4,500

#### Prize Hunt Booth Upgrade:

Available for Premier and Deluxe Booths only.

Check here to upgrade to 1 of 20 available Prize Hunt Booths (\$200 Upgrade Fee) to increase your booth traffic!

#### Booth Location Preference:

1st Preference: \_\_\_\_\_ 2nd Preference: \_\_\_\_\_ 3rd Preference: \_\_\_\_\_

No Preference - HCAM may select a booth for me

#### Booth Location Special Requests:

I would like to be near: \_\_\_\_\_

I would like to be far away from: \_\_\_\_\_

#### Drink Ticket Purchases:

Drink ticket purchases are non-refundable. Drink tickets are valid only during the Annual Vendor Expo.

Drink Tickets for Expo (**\$10 each**) Quantity: \_\_\_\_\_

**EXPO SUBTOTAL:**

### Sponsorship Selections

I do not want a sponsorship for 2022

#### Custom Sponsorships:

Please reach out to Mary Gettel, Director of Education, to inquire about custom sponsorships, or exclusive event sponsorship for one-day programs.

#### Elite Sponsorships:

These sponsorships are limited to 2022 Partners/Members and are limited to one sponsor per bundle. Preference will be given to bundled sponsorships.

~~2022 Spring Leadership Luncheon Sponsor (\$1,750)~~

~~2022 Spring Leadership Happy Hour Sponsor (\$2,000)~~

2022 Annual Convention Recognition Luncheon Sponsor (\$2,000)

2022 Annual Convention Scholarship Reception Sponsor (\$3,000)

#### Exclusive Sponsorship Bundles:

These sponsorships are limited to 2022 Partners/Members and are limited to one sponsor per bundle. Preference will be given to bundled sponsorships.

~~Welcome to 2022 Sponsor—Bundled Spring Leadership and Annual Convention (\$3,000)~~

~~Unbundled Spring Leadership ONLY (\$1,500)~~

~~Unbundled Annual Convention ONLY (\$2,500)~~

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### Sponsorship Selections

#### Exclusive Sponsorship Bundles:

These sponsorships are limited to 2022 Partners/  
Members and are limited to one sponsor per bundle.  
Preference will be given to bundled sponsorships.

#### Recharge Sponsor - Bundled Spring Leadership and Annual Convention (\$3,750)

Unbundled Spring Leadership ONLY (\$2,000)

Unbundled Annual Convention ONLY (\$3,000)

#### Hydration Station Sponsor - Bundled Spring Leadership and Annual Convention (\$4,500)

Unbundled Spring Leadership ONLY (\$2,000)

Unbundled Annual Convention ONLY (\$4,000)

#### Wellness Sponsor - Bundled Spring Leadership and Annual Convention (\$5,625)

Unbundled Spring Leadership ONLY (\$3,000)

Unbundled Annual Convention ONLY (\$4,500)

#### Coffee Connection Sponsor - Bundled Spring Leadership and Annual Convention (\$7,500)

Unbundled Spring Leadership ONLY (\$4,000)

Unbundled Annual Convention ONLY (\$6,000)

#### Title Sponsor - Bundled Spring Leadership and Annual Convention (\$9,375)

Unbundled Spring Leadership ONLY (\$5,000)

Unbundled Annual Convention ONLY (\$7,500)

#### A La Carte Sponsorships:

#### 2022 Partner/Member Rates (Save \$500)

##### 2022 Spring Leadership Conference

Hotel Room Amenity Delivery: ~~\$1,000~~

Education Session Sponsor: ~~\$750~~

General Conference Sponsor: Min. ~~\$500~~

##### 2022 U.P. Education Conference

Attendee Luncheon Sponsor: ~~\$1,000~~

Education Session Sponsor: ~~\$500~~

General Conference Sponsor: Min. ~~\$500~~

##### 2022 Annual Convention & Expo

Headshot Station Sponsor: \$4,500

Schedule at a Glance Sponsor: \$3,500

Conference Lounge Sponsor: \$2,500

Keynote Sponsor: \$2,000

Breakout Session Sponsor: \$1,000

General Conference Sponsor: Min. \$500

#### Non-Member Rates

##### 2022 Spring Leadership Conference

Hotel Room Amenity Delivery: \$1,500

Education Session Sponsor: \$1,250

General Conference Sponsor: Min. \$500

##### 2022 U.P. Education Conference

Attendee Luncheon Sponsor: \$1,500

Education Session Sponsor: \$1,000

General Conference Sponsor: Min. \$500

##### 2022 Annual Convention & Expo

Headshot Station Sponsor: \$5,000

Schedule at a Glance Sponsor: \$4,000

Conference Lounge Sponsor: \$3,000

Keynote Sponsor: \$2,500

Breakout Session Sponsor: \$1,500

General Conference Sponsor: Min. \$500

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### Sponsorship Selections

A La Carte Sponsorships:

#### 2022 Partner/Member Rates (Save \$500)

#### Non-Member Rates

##### 2022 Billers Forum

Presenting Sponsor: \$2,500

Tabletop Display: \$1,000

Attendee Luncheon Sponsor: \$750

Attendee Breakfast Sponsor: \$500

General Conference Sponsor: Min. \$500

##### Emergent Webinars

Sponsor One Webinar: \$500

Buy 2, Get 1 Free: Sponsor 3 Webinars: \$1,000

##### 2022 Billers Forum

Presenting Sponsor: \$3,000

Tabletop Display: \$1,500

Attendee Luncheon Sponsor: \$1,250

Attendee Breakfast Sponsor: \$1,000

General Conference Sponsor: Min. \$500

##### Emergent Webinars

Sponsor One Webinar: \$500

Buy 2, Get 1 Free: Sponsor 3 Webinars: \$1,000

#### SPONSORSHIP SUBTOTAL:

### Payment Summary

Dues:

+ Expo:

+ Sponsorship:

= TOTAL DUE:

*Payment Plan: If your total investment in engagement activities with HCAM/MCAL is **\$5,000 or more**, you may elect to pay via payment plan. Payment plans include a 50% deposit at time of contract, and two equal payments of your balance on April 1 and June 1.*

Payment Plan:

I authorize payment in full for my selections.

~~I authorize 50% deposit only at this time and will pay two equal payments of my balance on April 1 and June 1.~~

Payment Method:

Check payable to "HCAM" included.

Receive an e-invoice to pay online via card or ACH.

### Credit Card Payment Information

Note: A **3% processing fee** will be assessed on all credit card transactions greater than \$2,500.

### Signature of Approval

By checking this box, I am stating that I am an authorized representative on behalf of my company with decision-making authority to sign this Engagement Application as this is a legally binding agreement between HCAM/MCAL and the company I represent.

Signature & Date:

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Printed Name:

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**Return this form via email to [MaryGettel@hcam.org](mailto:MaryGettel@hcam.org).**

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### TERMS & CONDITIONS

#### Who may apply to participate in the HCAM|MCAL Associate Partnership Program?

The HCAM|MCAL Associate Partner program is available to companies/organizations that provide products and services to long-term care, post-acute care and assisted living communities. Partnerships are not available to long-term care, post-acute care, assisted living, healthcare facility centers and their management companies.

#### What are the program dates for the HCAM|MCAL Associate Partnership program?

The HCAM|MCAL Associate Partner program runs on a calendar year from January 1–December 31, 2022. The program does not automatically renew and will not be active until the application and initial payment is received at the office of the Health Care Association of Michigan. Partnerships may not be pro-rated regardless of when organizations join the association.

#### Who may apply to participate in the HCAM|MCAL Vendor Expo?

Long-term care, post-acute care, assisted living, healthcare facility centers and their management companies, regardless of membership with HCAM and/or MCAL may participate in the expo. Additionally, companies/organizations that provide products and services to long-term care, post-acute care and assisted living communities, regardless of partnership with HCAM|MCAL may participate in the expo.

#### Who may apply to participate in HCAM|MCAL sponsorships?

Elite Sponsorships and Exclusive Sponsorships are limited to HCAM|MCAL members or partners. A La Carte Sponsorships are available to long-term care, post-acute care, assisted living, healthcare facility centers and their management companies, and companies/organizations that provide products and services to the previously mentioned facilities, regardless of membership or partnership with HCAM and/or MCAL.

#### How do I apply for the HCAM|MCAL Associate Partnership Program, the Annual Vendor Expo or a sponsorship?

Complete the enclosed application by selecting the engagements you would like to apply for. Applications are due by January 1, 2022, and must include the initial payment payable to HCAM. Exhibit booths and sponsorships are sold on a first come, first served basis. Applications may be faxed to (517) 627-3016 or mailed to:

**Health Care Association of Michigan  
Attention: Mary Gettel – Director of Education  
7413 Westshire Drive  
Lansing, MI 48917**

**Please note, it is against HCAM policy to accept any documents with credit card information via email to maintain PCI compliance and avoid card data breaches.**

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### TERMS & CONDITIONS

#### Important Details to Note:

1. HCAM|MCAL fees, and included benefits, are non-transferable and non-refundable and cannot be exchanged for cash or credit value. Engagement inclusions/benefits cannot be shared amongst multiple organizations. If an event is cancelled for any reason beyond HCAM's control, HCAM will not be held liable for any expenses already incurred by the exhibitor, sponsor or partner.
  - a. Partnerships: All partnership sales are final and non-refundable.
  - b. Sponsorships: All sponsorship sales are final and non-refundable. If HCAM cancels the event for any reason, the sponsor will be offered other sponsorship opportunities. If it is deemed by both parties that no other viable sponsorship is available, the sponsorship will be refunded less any costs for merchandise purchased by HCAM that contains the logo of the sponsor (example, logo lanyards).
  - c. Exhibits: All exhibitor cancellation requests must be submitted in writing to HCAM. Exhibitor cancellations received on or before July 1, 2022 will be assessed a fee of half the cost of the contracted booth(s). After July 1, 2022, all exhibitor sales are final and any booth fees become non-refundable. All exhibitor cancellations include the forfeiture of all exhibitor badges.
2. If you elect not to pay your engagement fees in full with your application, 50 percent of the application fee is due with the application. You will be billed the remaining balance in two equal installments on April 1 and June 1. All partnership balances must be paid by June 30. If your balance falls in arrears of more than 30 days, your benefits will be suspended until your account is brought current. Payment plans are not available for any engagements less than \$5,000. No booths or sponsorships can be held until the minimum payment is received by HCAM.
3. It is important for HCAM|MCAL to contact your organization throughout the year. If the individual responsible for maintaining your selection(s) changes, please notify Mary Gettel at [marygettel@hcam.org](mailto:marygettel@hcam.org) as soon as possible. We want to stay in touch with you to maximize your partnership with us.
4. Associate Partners, Sponsors and Exhibitors may promote their engagement with HCAM|MCAL however, the use of HCAM or MCAL logos and statements indicating HCAM|MCAL endorses your organization are strictly prohibited.
5. Partnership with HCAM|MCAL may be terminated at the discretion of the Health Care Association of Michigan for violations of the terms of this agreement as well as conduct considered unprofessional. HCAM|MCAL reserves the right to determine what actions or behaviors are unprofessional and constitute reason to revoke partnership in the program. Refunds will not be issued if the partnership is terminated for these reasons.
6. Due to privacy laws, HCAM|MCAL cannot provide attendee lists that include anything more than name, title and facility. Lists will include only the names of attendees who opt-in to having their name included on attendance lists.
8. In the interest of the success of the entire event, partners, sponsors and exhibitors agree not to extend invitations, call meetings, host events or otherwise encourage the absence of attendees or exhibitors during the official hours of the event including education sessions, exhibit show hours, and networking events. Exhibitors agree to abide by the installation and dismantle times set by HCAM and to have at least one person staffing their booth during all published exhibit hours. HCAM and MCAL prohibit the sharing or subleasing of booth space. Two or more companies may not share the same space.