



Save
the
Date!

2010 MHA Patient Safety and Quality Symposium

April 19-20, 2010 | The Hyatt Regency, Dearborn

Learn from patient safety experts, such as:

- Sorrel King, Josie King Foundation
- Lucian Leape, MD, Harvard School of Public Health
- Emily Hoffman, MD, VitalSmarts
- Richard Boothman, JD, University of Michigan Health System
- William Hamman, PhD, Beaumont Hospital Surgical Learning Center





2010 MHA Patient Safety and Quality Symposium Commercial Support and Exhibitor Prospectus

April 19-20, 2010 | The Hyatt Regency, Dearborn

Why support this event?

The reasons are abundant:

The symposium will draw more than 400 health care, medical and business executives because it features the patient safety thought-leaders of our time.

Two of our respected faculty are:



Lucian Leape, MD, who is internationally recognized as a leader of the patient safety movement, starting with the publication of his influential article, *Error in Medicine*, in *The Journal of the American Medicine Association* in 1994. Leape is a health policy analyst at Harvard School of Public Health, Cambridge, MA.



Sorrel King, who is a patient advocate and founder of The Josie King Pediatric Patient Safety Program at Johns Hopkins Children's Center and the Josie King Foundation, Baltimore, MD. Josie King, the beloved daughter of Tony and Sorrel King, died at the age of 18 months as a result of hospital errors. The foundation's mission is to prevent others from dying or being harmed by medical errors.

One-on-one time with executives and VIPs

More than 400 executives and clinical leaders from health care, for-profit and nonprofit industries and the legislative community are expected to attend this monumental event. By supporting this symposium, you can network with decision-makers, gain visibility for your products and services, and be honored by the dedicated individuals who are rewriting the rules in health care.

You choose the contribution that fits your budget

The symposium offers a wide range of commercial support levels and an exhibit opportunity; but no matter what level you choose, the return on investment will be immeasurable!

All supporters will receive the following benefits:

- recognition in the written and online promotional materials and symposium guide (commitment deadline applies)
- recognition on professional signage
- ribbons that designate your support
- thanks throughout the symposium
- one complimentary registration

Partner with the MHA Keystone Center for Patient Safety & Quality — one of the most respected patient safety advocate organizations in the country

Michigan hospitals and the MHA Keystone Center for Patient Safety & Quality have made remarkable contributions to the world of patient safety. Their groundbreaking efforts in sharing and practicing evidence-based medicine and focusing on culture change has now raised the bar exponentially in quality improvement and safety. Help the MHA Keystone Center and Michigan hospitals continue this important work by being a supporter.

To learn more about the MHA Keystone Center or the MHA Patient Safety and Quality Symposium, visit www.mhakeystonecenter.org.

Commercial support and exhibit opportunities

Commercial Support

Examine the following offerings and select the option that best suits your needs.

Diamond — \$10,000 or more

Diamond supporters are our celebrities! Your organization has exclusive benefits, such as:

- Complimentary registration for two dignitaries total.
- VIP seating at the conference.
- Special recognition on the MHA Keystone Center's Web home page before and after the symposium.

Contact Erin Steward or Sam Watson at the MHA to discuss opportunities.

Platinum — \$5,000

Choose from one of these highly visible offerings:

- **Luncheon** — on April 19.
- **Luncheon** — on April 20 during the optional session.
- **Josie's Story** — Sorrel King, keynote speaker, will be signing books on April 19. Choose to provide books that will be given to participants.

Gold — \$4,000

Make standard offerings special! Select one of the following options:

- **Conference refreshments** — nothing keeps the day going like delightful edibles! (April 19)
- **Flash drive** — attendees will leave with the speakers' presentation materials on a flash drive bearing your organization's logo, which will serve as a permanent resource.

Silver — \$3,000

Take care of important practical matters! Select one of the following options:

- **Badge lanyards** — attendees are required to wear a name badge throughout the symposium and lanyards are very visible.
- **Audiovisual package** — your organization will get prominent signage for underwriting the multimedia event.
- **Reception** — a popular networking event!
- **Symposium brochure** — the brochure builds excitement for the event and your organization will be recognized throughout the document.
- **Conference refreshments** — April 20 during the morning session.

Bronze — \$2,500

Select one of the following options:

- **Symposium guide** — each attendee receives a guide outlining the symposium agenda and your organization will be recognized in the guide.
- **Gift** — every registrant will receive a welcome gift upon arrival. Your logo will appear on the gift.
- **Registration packet** — your organization's logo will appear on the official meeting packet that will contain essential materials for every meeting participant.
- **Tote bag** — every attendee will receive a tote bag with your organization's logo on it.
- **Conference refreshments** — April 20 during the optional session.

Exhibit Opportunity

Exhibitor - \$1,500

- Exhibitors will have the opportunity to place a table-top display in the exhibit hall. Space is limited and displays will be confirmed on a first-come, first-served basis.

The MHA and the MHA Keystone Center for Patient Safety & Quality reserve exclusive rights to determine appropriate items for distribution and use of exhibitor logos or exhibitor name recognition on any and all MHA and MHA Keystone Center for Patient Safety & Quality meeting materials, gifts, signage, displays and all other items, events, venues, or materials associated with supporting or exhibiting. The MHA and the MHA Keystone Center for Patient Safety & Quality reserve the right to accept or reject a supporter or exhibitor.