

# 2026

## SPONSORSHIP PROSPECTUS



**MASHSMD**

Mid-Atlantic Society for Healthcare Strategy  
and Market Development

## About the 2026

# MASHSMD Annual Conference

The MASHSMD Annual Conference is a welcoming, highly interactive event that inspires professional growth, sparks new ideas, and strengthens connections across the healthcare marketing and communications community.

Attendees consistently say the top reasons they join are the high-quality speakers and professional development. Our audience includes healthcare providers of all sizes and the partners who support them.



## Activate Your Brand and **Support MASHSMD!**

The Mid-Atlantic Society for Healthcare Strategy and Market Development invites you to join us as an annual sponsor, showcasing your organization to healthcare marketers, communicators, PR professionals, creatives, and strategists from across several states. Our sponsorship packages include visibility throughout the calendar year, with prominent visibility being at our premier event, our 2026 Annual Conference in Baltimore from April 20-22, 2026.

## Who Should **Participate**

- Advertising and PR agencies
- Marketing Consultants
- Digital Firms
- Design companies
- Web Developers
- Publication houses
- Media companies
- Payers
- Promotional Item Vendors
- Social Media & Influencer Marketing Agencies
- Video Production Companies
- Podcast Production Studios
- Market Research & Consumer Insights Firms
- Website Accessibility & Compliance Vendors
- Patient Engagement Platforms
- Survey & Experience Measurement Firms

## Previous Attendees



## Previous Sponsors



ALOYSIUS  
BUTLER  
& CLARK

BRAND | DIGITAL | MEDIA







## PLATINUM SPONSORSHIP

\$5,500 • 2 Available

- Three complimentary conference attendees
- Two complimentary registrations for provider guests (**exclusive to this level!**)
- Discounted registration for additional sponsor representatives at individual early bird rate at any time (\$500 each)
- Sponsor recognition posts with tag on MASHSMD social media channels
- Name listing on event marketing materials
- Logo with hyperlink on MASHSMD.com sponsorship and conference web pages
- Opportunity to provide 2-minute remarks during conference (**exclusive to only the top two levels!**)
- Logo recognition on sponsor page of program
- Opportunity for a full page color program ad
- Pre- and post-conference attendee lists
- Opportunity to provide items for the MASHSMD swag lounge
- One year single MASHSMD membership

## GOLD SPONSORSHIP

\$3,500

- Two complimentary conference attendee
- Discounted registration for additional sponsor representatives at individual early bird rate at anytime (\$500 each)
- Sponsor recognition posts with tag on MASHSMD social media channels
- Name listing on event marketing materials
- Logo with hyperlink on MASHSMD.com sponsorship and conference web pages
- Opportunity to provide 2-minute remarks during conference (**exclusive to only the top two levels!**)
- Logo recognition on sponsor page of program
- Opportunity for a half page color program ad
- Pre- and post-conference attendee lists
- Opportunity to provide items for the MASHSMD swag lounge
- One year single MASHSMD membership

## SILVER SPONSORSHIP

\$2,500

- One complimentary conference attendees
- Discounted registration for additional sponsor representatives at individual early bird rate at anytime (\$500 each)
- Sponsor recognition posts with tag on MASHSMD social media channels
- Name listing on event marketing materials
- Logo with hyperlink on MASHSMD.com sponsorship and conference web pages
- Logo recognition on sponsor page of program
- Opportunity for a quarter page color program ad
- Pre- and post-conference attendee lists
- Opportunity to provide items for the MASHSMD swag lounge
- One year single MASHSMD membership

## SPECIALITY SPONSORSHIPS

*Want a unique way to highlight your brand? Choose from these standalone specialty sponsorships!*

### WELCOME RECEPTION SPONSOR \$5,000 • 2 Available

- Two complimentary conference attendees
- Discounted registration for additional sponsor representatives at individual early bird rate at anytime (\$500 each)
- Sponsor recognition posts with tag on MASHSMD social media channels
- Name listing on event marketing materials
- Logo with hyperlink on MASHSMD.com sponsorship and conference web pages
- Opportunity to provide remarks during welcome reception (**exclusive to this level!!**)
- Logo recognition on sponsor page of program
- Opportunity for a full color program ad
- Pre- and post-conference attendee lists
- Opportunity to provide items for the MASHSMD swag lounge
- One year single MASHSMD membership

## **SPEAKER, SPONSOR, BOARD DINNER SPONSOR**

**\$5,000 • 2 Available**

*The Board/Speaker/Sponsor Dinner is held at the end of the first day of the conference and is an exclusive invite-only event.*

- Two complimentary conference attendees
- Discounted registration for additional sponsor representatives at individual early bird rate at anytime (\$500 each)
- Sponsor recognition posts with tag on MASHSMD social media channels
- Name listing on event marketing materials
- Logo with hyperlink on MASHSMD.com sponsorship and conference web pages
- Opportunity to provide remarks during dinner **(exclusive to this level!)**
- Logo recognition on sponsor page of program
- Pre- and post-conference attendee lists
- Opportunity to provide items for the MASHSMD swag lounge
- One year single MASHSMD membership

## **BREAKFAST SPONSORS \$2,000 • 2 Available**

*One available per conference day. The first sponsor to confirm their commitment will receive priority in selecting their preferred day.*

- One complimentary conference attendee
- Discounted registration for additional sponsor representatives at individual early bird rate at anytime (\$500 each)
- Sponsor recognition posts with tag on MASHSMD social media channels
- Name listing on event marketing materials
- Logo with hyperlink on MASHSMD.com sponsorship and conference web pages
- Opportunity to provide remarks during breakfast **(exclusive to this level!)**
- Logo recognition on sponsor page of program
- Pre- and post-conference attendee lists
- Opportunity to provide items for the MASHSMD swag lounge
- One year single MASHSMD membership

## **AWARDS SPONSOR \$2,000 • 1 Available**

- One complimentary conference attendee
- Discounted registration for additional sponsor representatives at individual early bird rate at anytime (\$500 each)
- Sponsor recognition posts with tag on MASHSMD social media channels
- Name listing on event marketing materials
- Logo with hyperlink on MASHSMD.com sponsorship and conference web pages
- Opportunity to provide remarks during the awards **(exclusive to this level!)**
- Logo recognition on sponsor page of program
- Pre- and post-conference attendee lists
- Opportunity to provide items for the MASHSMD swag lounge
- One year single MASHSMD membership

## TECH SPONSOR \$2,000 • 1 Available

- One complimentary conference attendee
- Discounted registration for additional sponsor representatives at individual early bird rate at anytime (\$500 each)
- Sponsor recognition posts with tag on MASHSMD social media channels
- Name listing on event marketing materials
- Logo on all wifi signage and slides (**exclusive to this level!**)
- Logo with hyperlink on MASHSMD.com sponsorship and conference web pages
- Logo recognition on sponsor page of program
- Pre- and post-conference attendee lists
- Opportunity to provide items for the MASHSMD swag lounge
- One year single MASHSMD membership

## BREAK SPONSORS \$1,500 • 2 Available

*One available per conference day. The first sponsor to confirm their commitment will receive priority in selecting their preferred day.*

- One complimentary conference attendee
- Discounted registration for additional sponsor representatives at individual early bird rate at anytime (\$500 each)
- Sponsor recognition posts with tag on MASHSMD social media channels
- Name listing on event marketing materials
- Option to provide branded promotional products, e.g., drinkware or napkins (**exclusive to this level!**)
- Logo with hyperlink on MASHSMD.com sponsorship and conference web pages
- Logo recognition on sponsor page of program
- Pre- and post-conference attendee lists
- Opportunity to provide items for the MASHSMD swag lounge
- One year single MASHSMD membership

## SPONSOR TABLES \$500 • Add On

- Tables/exhibit spaces are available to all sponsors by request only
- It includes one 6' table, two chairs and power if needed
- Limit to 10
- First come, first served

## SPONSORSHIP LEVELS COMPARISON

BENEFIT	PLATINUM	GOLD	SILVER	WELCOME RECEPTION	SPEAKER, SPONSOR, BOARD	BREAKFAST	AWARDS	TECH	BREAK
Comped attendees	3	2	1	2	2	1	1	1	1
Discounted registration for additional tickets	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Sponsor recognition on social media	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Name listing on materials	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Logo on website	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Opportunity to provide remarks	During Conference	During Conference	No	During Welcome Reception	During Dinner	During Breakfast	During Awards	No	No
Logo recognition in program	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Opportunity for a full color program ad	Yes	Yes	Yes	Yes	No	Yes	No	No	No
Pre- and post-conference attendee lists	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Opportunity to provide items for the swag lounge	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
One year single MASHSMD membership	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Benefit unique to this level only	2 registrations for provider guests	N/A	N/A	N/A	Exclusive sponsor of invite-only dinner	N/A	N/A	Logo on all wifi signage and slides	Option to provide branded promotional products
Table	Available by request only	Available by request only	Available by request only	Available by request only	Available by request only	Available by request only	Available by request only	Available by request only	Available by request only
Number Available	2	Not limited	Not limited	2	1	2	1	1	2
Cost	\$5,500	\$3,500	\$2,500	\$5,000	\$5,000	\$2,000	\$2,000	\$2,000	\$1,500



# Sponsorship

## COMMITMENT

- Platinum and Gold Sponsors also have the opportunity to select upgrades to further activate their sponsorships, increasing brand awareness and engagement.

### PAYMENT SCHEDULE

- Invoicing can be spread in payments if needed; however, payment in full is required for sponsor benefits.
- Payment in full for all sponsorship fees is due by March 23, 2026.

### HAVE OTHER IDEAS?

If you have a sponsorship idea not listed here and want to discuss options, please contact Sponsorship lead, Lauren Minors ([lminors@reasononeinc.com](mailto:lminors@reasononeinc.com)).

### READY TO COMMIT?

*Please complete the sign-up form at <https://mashsmd.com/2026-sponsorship-signup>. When doing so, there will be an option to pay online by credit card or request an invoice.*

### PLEASE NOTE

MASHSMD is not a pay-to-speak event. Speaker selections are done independently, and sponsoring will not provide an advantage in speaker selections. Being a sponsor, however, does not preclude a sponsor from submitting an application to be a conference speaker.





**MASHSMD.com**