



**ENGAGE** - YOUR NETWORK  
**EMPOWER** - YOURSELVES  
**EDUCATE** - YOUR MINDS  
**ELEVATE** - YOUR WORK



# Mid-Atlantic Rural Health Innovation Symposium

*Driving Rural Healthcare Delivery through Health Equity, Innovation and Technology*

**CO-HOSTED BY:**



**May 16th,  
2025**



**Embassy Suites by Hilton  
Bethesda Washington DC**

# About



## Mission

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.

## About

The Mid-Atlantic Healthcare Innovation Symposium is a collaborative one-day event to showcase groundbreaking companies with cutting-edge solutions for the healthcare industry. The symposium offers both educational and networking opportunities for attendees and participants. This event is designed for Chief Executive Officers, Chief Strategy Officers, Chief Technology Officers, Bio-Medical Engineers, Marketing and Communications Professionals, IT and Database Administrators, Physicians, Laboratory Technicians, Healthcare Students, and anyone interested in discovering innovative approaches to current healthcare challenges.

In today's world, the demands on our healthcare providers have never been greater. With crippling inefficiencies and administrative burdens, clinicians are routinely asked to do more with less. It is clear that the **only** way forward is the widespread adoption of innovative technologies and solutions to overcome these challenges.



<b>Time</b>	<b>Session</b>	<b>Location</b>
8:00 AM - 8:45 AM	Symposium Registration & Coffee	Independence
8:45 AM - 9:00 AM	Welcome Session	Independence
9:00 AM - 9:30 AM	Morning Plenary I - Leadership Mindset	Independence
9:45 AM - 10:15 AM	TBD Artificial Intelligence - Breakout I	Patriot A
9:45 AM - 10:15 AM	TBD Telehealth - Breakout I	Patriot B
9:45 AM - 10:15 AM	TBD Workforce Strategies - Breakout I	Independence
10:15 AM - 10:30 AM	Networking - Coffee - Exhibits	Foyer
10:30 AM - 11:30 AM	Innovation Breakout Sessions I ~ Innovator I & II	Patriot A
10:30 AM - 11:30 AM	Innovation Breakout Sessions I ~ Innovator III & IV	Patriot B
10:30 AM - 11:30 AM	Innovation Breakout Sessions I ~ Innovator V & VI	Independence
11:45 AM - 12:15 PM	Pre-Lunch Plenary II - TBD	Independence
12:15 PM - 1:00 PM	LUNCH - GRAB AND GO! EXPAND YOUR CIRCLE	Resturant
1:00 PM - 2:00 PM	Innovation Breakout Sessions II ~ Innovator VII & VIII	Patriot A
1:00 PM - 2:00 PM	Innovation Breakout Sessions II ~ Innovator IV & X	Patriot B
1:00 PM - 2:00 PM	Innovation Breakout Sessions II ~ Innovator XI & XII	Independence
2:15:PM - 2:30 PM	Networking - Coffee - Exhibits	Foyer
2:30 PM - 3:15 PM	TBD Future of Rural Public Health - Breakout II	Patriot A
2:30 PM - 3:15 PM	TBD State & Federal Healthcare Policy - Breakout II	Patriot B
2:30 PM - 3:15 PM	TBD Technology and Cyber - Breakout II	Independence
3:20 PM - 3:50 PM	Afternoon Plenary III - Future Transforming Care	Independence
4:00 PM - 4:30 PM	TBD Fireside Chat & Closing Remarks	Independence
4:30 PM - 5:30 PM	Innovation Symposium Reception	Resturant



# Agenda

## Details

The Maryland Rural Health Association will curate high-quality plenary sessions and, in collaboration with our partners, develop comprehensive educational breakout sessions. Innovator Breakout Sponsorships will provide each participating company with a 30-minute presentation or “pitch” opportunity. Presentations may incorporate slides, spoken presentations, demonstrations, or a combination thereof. This exclusive opportunity allows companies to directly engage attendees, who may subsequently network with vendors during designated breaks. Participation is limited to **twelve** companies, with six presenting during the morning and six during the afternoon sessions. All participating companies will receive exhibit tables and additional benefits. Other sponsorship levels will offer customized benefits but will not include presentation opportunities. Sponsorship levels are capped to ensure optimal vendor-to-attendee ratios and maximize engagement.

The conference registration will commence in December, exclusively for invitees, and will be open to the general public in January. The registration period will conclude on April 21st.

All conference attendees will be invited to participate in an optional survey. This symposium will prioritize practical solutions, with an agenda meticulously crafted to address the specific challenges and issues attendees face.

# Featured

## Speakers



**Zil Joyce Dixon Romero**  
State Government Affairs Manager

National Rural Health Association



**Master Rick Rando**  
Keynote Empowerment Speaker

Rando Speaks



**Christian Milaster**  
Founder & CEO

Ingenium Digital Health Advisors



# Sponsorship

## All Opportunities

One Title Sponsorship Opportunity is available with Custom Benefits at \$15,000. Contact Executive Director Jonathan Dayton for more details and to reserve a spot at [jdayton@mdruralhealth.org](mailto:jdayton@mdruralhealth.org)

Benefits	Innovator <i>12 Available</i>	Champion <i>3 Available</i>	Leader <i>3 Available</i>	Thinker <i>3 Available</i>	Advocate <i>Unlimited</i>
Investment	\$2,000	\$6,000	\$1,500	\$500	\$1,000
30-Minute Demo and Product Pitch	✓				
Complimentary Conference Registrations	2	4	2	2	2
Exhibit Table	✓	✓	✓	✓	
Printed Program Ad	Full-Page	Full-Page	Half-Page	Half-Page	Half-Page
Social Media Promotion	X2	X3	X2	X1	X1
MRHA Organizational Membership (FY2026)	✓	✓			
Logo on MRHA Website	✓	✓	✓	✓	✓

# Sponsorship

## All Opportunities

Benefits	Innovator <i>12 Available</i>	Champion <i>3 Available</i>	Leader <i>3 Available</i>	Thinker <i>3 Available</i>	Advocate <i>Unlimited</i>
Investment	\$2,000	\$6,000	\$1,500	\$500	\$1,000
Free Bag Inserts (\$250 Value)	✓	✓	✓	✓	✓
Acknowledged on Event Signage	✓	✓	✓	✓	✓
Networking Reception Speaking Opportunity		✓			
Full Year MRHA Podcast Mentions		✓			
MRHA Podcast Guest Opportunity	✓	✓			
Opportunity to present to MRHA Board of Directors		✓			
Company can provide Main Session Room Slide to be displayed during Breaks		✓			

# Exhibit Opportunity

Included in levels of sponsorship!

Non-Exhibit Sponsorships are Available.



## Exhibiting

This year, the exhibit opportunity included in all sponsorship levels allows you to have one-on-one conversations. All exhibitors receive one 6ft skirted table or high-top table, all based on availability, two chairs, one 110-volt electrical outlet, an exhibitor ribbon, and a listing in the conference program and MRHA website. Exhibit table reservations are only confirmed once payment is received in full via the online registration system or check(s) received by the Maryland Rural Health Association.



## Benefits

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

Attendees are regularly seeking solutions to problems they encounter. 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.





# Register

The registration fee encompasses the entire day's program, which includes the networking luncheon and happy hour networking reception. Engage with innovative companies and establish connections with some of the leading technology companies in today's healthcare industry.



## Pricing

Type	Rate
Early Bird Member	\$60
Early Bird Non - Member	\$70
Standard Member	\$80
Standard Non - Member	\$90
Students	\$50

# Benefits

Engage with attendees in the exhibit hall and participate in interactive demonstrations and networking opportunities at the symposium. This is an exceptional chance to connect with industry leaders and experts.

Attendees are actively seeking solutions to challenges they face, making them receptive to investing in effective solutions on the spot. Generate new leads and sales during and after the event.

# Registration

## Member Discounts

**Early Bird Pricing Ends  
March 31, 2025**



## Options

Our event will feature a comprehensive program that will be distributed to all attendees and displayed on our website. This is an ideal platform to place your advertisement for maximum visibility. Additionally, we offer several other sponsorship options; pricing and availability are listed below.

## Pricing

Type	Rate
Bag Leave-In (Ten Available)	\$250
Snacks and Coffee (One Available)	\$750
Headshot Booth (One Available)	\$1,500
Networking Lunch (One Available)	\$2,500
Networking Reception (One Available)	\$3,500
Full-Page Ad Space	\$300
Half-Page Ad Space	\$150

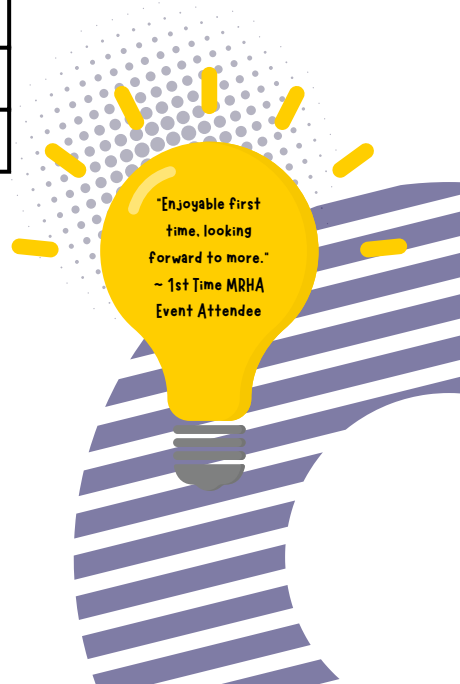
\*All ads are due by Monday April 28th, 2025

## Benefits

By selecting an a la carte option, your esteemed organization will gain increased visibility and recognition throughout the event. This presents an exceptional opportunity to demonstrate your unwavering support for rural healthcare across the region. Seize these competitively priced opportunities without delay and make a lasting impact.

Pricing

# A La Carte Options



# Hotel

Our all-suite hotel is in northern Bethesda, off Interstate 270 Spur. We're three miles from the National Institutes of Health, the Music Center at Strathmore, and Grosvenor-Strathmore subway station. Westfield Montgomery Mall is five minutes away, and you can reach downtown Washington DC in less than an hour. Enjoy our indoor and outdoor pools.



## Pricing

Hotel Rooms can be booked at our group rate of \$175.00 per night, Thursday, May 15th - 16th.

Please use the following link to place booking. There are a limited number of rooms in the room block, so we encourage making reservations as soon as possible.

<https://group.embassysuites.com/1mrizk>

\*Cutoff date is Thursday, April 24th, 2025

# Hotel

Book A Room



# We Hope



## To See You There

### Jonathan Dayton

Executive Director

We cordially invite you to attend our inaugural innovation event, which aims to foster connections between businesses, technologies, rural communities, and the individuals and organizations that positively impact lives. This event presents an exceptional opportunity to network with esteemed colleagues and establish enduring professional relationships.

