

# 2024 MISSOURI MGMA BUSINESS PARTNER SPONSORSHIP PROGRAM



*Strengthen Your  
Business Relationships*



Please accept our invitation to highlight your company and reach medical practice administrators and managers throughout Missouri. Medical Group Management Association of Missouri is a professional association dedicated to serving the unique needs of practice administrators throughout the state.

In this brochure we will share opportunities for your company to connect with professionals whose focus is in medical practice administration. These opportunities include becoming a Missouri MGMA Business Partner member, exhibiting at our Annual Conference, and sponsorships.

## MO MGMA Membership

When you join Missouri MGMA as a Business Partner member you are aligning your company with our association and gain access and exposure to the Active members of MO MGMA. Our members are encouraged to take advantage of your industry knowledge and expertise. Membership includes executives and managers of private group practices, integrated delivery systems, and companies that support medical provider organizations. Business Partner members are listed in our member database, contribute educational content to our newsletters, webinars, and breakout sessions, and receive discounts on events. MO MGMA's membership includes:

- 672 Active members
- 54 Business Partner members
- 28 Lifetime members

## Exhibitor and Sponsorship Opportunities

Our Annual Conference is a great opportunity to promote your products/services and network with practice administrators. Our sponsors and exhibitors interact with attendees and are invited to attend all general sessions, meals, and social activities.

## Reverse Trade Show

Exhibitors are given the opportunity to spend individualized, quality time with decision makers during the conference. Participants will have one hour to present the benefits of your products/ services to practice executives. During the hour you will spend 10 minutes with 2 decision makers from 6 organizations.

## Newsletter Sponsorship

Six times a year over 800 professionals receive *Communiqué*, our industry news and information newsletter. We also use this publication to send to administrators across the state who are interested in membership.

## Website Sponsor

Our website houses association news, event information, sponsor listings, Career Center and a Members Only area that includes a membership directory and a variety of resources for our members and website visitors. Your logo appears on our home page and includes a link that will take visitors and members directly to your company website.





# MISSOURI MGMA **2024 ANNUAL CONFERENCE**

May 1-3, 2024 • Sheraton Overland Park Hotel

## Education

The Missouri MGMA Annual Conference begins Wednesday, May 1<sup>st</sup> and concludes Friday, May 3<sup>rd</sup>. Nationally-recognized speakers present general, specialty and breakout sessions designed to educate and respond to the ever changing healthcare management industry. Our program routinely receives accreditation from the ACMPE and AAPC.

## Attendees

Practice administrators, managers and medical group professionals from Missouri and the surrounding area attend this annual educational and networking event.

## Networking Opportunities

We're firing up the grill and bringing together some of the most seasoned professionals and top leaders in healthcare. Pack your cowboy boots and hat because we are throwing a BBQ bash like no other! Networking is ranked second behind education as the reason our attendees come back year after year. Through riveting sessions, an inviting exhibit hall, great meals and fun events our agenda is built with you in mind. With six hours of direct exhibitor contact, our goal is to provide you the opportunity to market your services and products to decision makers across the state.

## Exhibit Hall

Fifty tabletop exhibits are available. Each area will be furnished with a draped 6' table, wireless internet access and two chairs. Base fees for exhibit space include conference meals and attendance for two primary representatives. Additional company representatives may attend at an additional fee. Exhibit locations are assigned based on the level of sponsorship in the conference as well as the order applications are received with payment.

## Location

Sheraton Overland Park Hotel, 6100 College Blvd, Overland Park, KS 66211. We have secured a room block at the discounted rate of \$174/night. Please make your reservation by April 9<sup>th</sup> to receive this special rate. To access the online reservations link, please visit our website at [mgma-mo.org](http://mgma-mo.org).

**Sign up today to become a sponsor or exhibitor at [mgma-mo.org](http://mgma-mo.org).**

## EXHIBITOR EVENTS\*

### Wednesday, May 1<sup>st</sup>

12:00 – 4:00pm Exhibit Setup  
4:15 – 5:30pm Welcome & Opening General Session  
5:30 – 6:30pm Opening Night Reception

### Thursday, May 2<sup>nd</sup>

7:30 – 8:30am Breakfast with Exhibitors  
9:45 – 10:45am Reverse Tradeshow (optional w/fee)  
10:45-11:30am Networking Break in Exhibit Hall  
12:30 – 1:30pm Lunch with Exhibitors  
2:45 – 3:30pm Networking Break in Exhibit Hall  
5:00 – 8:00pm BBQ Bash with Exhibitors

### Friday, May 3<sup>rd</sup>

7:45 – 8:30am Breakfast with Exhibitors  
9:00 – 9:30am Exhibitor Debrief Meeting  
9:45 – 10:15m Networking Break in Exhibit Hall  
10:30-12:00pm Exhibit Dismantle

\*Events may change after final conference Agenda has been determined.





# ANNUAL CONFERENCE SPONSORSHIPS

Annual Conference Sponsorships allow your company to target your exposure to the conference attendees. Whether it's a networking event, education hour or meal, you'll find a variety of ways to give your company maximum exposure.

	<b>GOLD SPONSOR</b> <b>\$7,000</b>	<b>SILVER SPONSOR</b> <b>\$5,000</b>	<b>BRONZE SPONSOR</b> <b>\$3,500</b>	<b>EXHIBITOR ONLY</b> <b>\$2,000/\$2,250 (non-member)</b>
Premier Exhibit Location	✓	✓	✓	
Exhibit Representatives	4	4	2	2
Pre/Post Conference Attendee List (Excel file, includes emails)	✓	✓	✓	✓
Company Logo on Printed Program	✓	✓	✓	
Company Logo on Conference Signage	✓	✓	✓	
Exclusive Conference Sponsorship	<i>Select One:</i> Attendee Bag Attendee Gift Attendee Lanyard	<i>Select One:</i> Thursday Lunch Welcome Reception	<i>Select One:</i> Thursday Breakfast Friday Breakfast Break	
eNewsletter Advertisement	Full-page	Half-page	Quarter-page	
Video ad up to 30 seconds in length played at opening session. (Videos must be produced by company)	✓	✓		
Reverse Trade Show participant	✓	✓	✓	
Membership List (Excel file, includes emails)	✓			
Company Logo & Hyperlink on MO MGMA website	✓	✓	✓	
Recognition on Social Media (LinkedIn; Facebook)	✓	✓		

**Questions? Email us at [info@mgma-mo.org](mailto:info@mgma-mo.org) or call 205-616-5938**

# Newsletter Sponsorship

Missouri MGMA's *Communique*<sup>®</sup> is published bi-monthly to our entire database and is used as a marketing tool to attract new members. Newsletters are archived on our website for a period of one year and newsletter sponsors are featured in our eNews emails.

## PRICE PER ISSUE\*

Full Page	\$750
Half Page	\$400
Quarter Page	\$250

\* A discount of 10% off total with placement of four or more sponsorships.

## DATES OF PUBLICATION

February 15, 2024	August 15, 2024
April 15, 2024	October 15, 2024
June 17, 2024	December 16, 2024

## DEADLINE FOR PLACEMENT

10 days before scheduled date of publication

## ACCEPTABLE FORMATS

.pdf, .jpg, .tif

## SPONSORSHIPS

Full Page	8"w x 10.5"h
Half Page	8"w x 4.75"h
Quarter Page	4"w x 4.75"h





# Website Sponsorship

The Missouri MGMA website is one of the key methods of sharing communications between the Missouri MGMA members. In addition to providing online membership applications and conference information, our website also contains sponsor information, industry news and updates, and a Members Only area that includes a membership directory and other resources. Missouri MGMA members are comprised of medical practice managers representing large and small group practices including free standing, hospital-affiliated, and university-affiliated medical groups. These groups represent over 2,000 physicians across the state and provide an unlimited source of information and resources.



***Don't miss an opportunity to increase your visibility within the Missouri healthcare community***



## ***What's included in your website sponsorship?***

- Listing on the Sponsors area of our website
- Company logo & contact information (POC, email, & number)
- Full description of your offered services
- Link back to your company's website

## ***Questions?***

**Email us at [info@mgma-mo.org](mailto:info@mgma-mo.org)**

**or call 205-616-593**

# MISSOURI MGMA EXHIBITOR/ SPONSOR TERMS & CONDITIONS

## Qualifications of an Exhibitor:

Missouri MGMA conference management will, in its sole discretion, determine whether a prospective Exhibitor is eligible to participate in the MO MGMA Conference. Exhibitors shall be limited to those whose products or services are related to medical, professional, or practice interests. MO MGMA reserves the right to refuse to provide exhibit space to any exhibitor not compatible with the general character and objectives of the MO MGMA Conference, or if the MO MGMA Conference is full upon receipt of the application.

## Compliance

- a. Smoking inside the MO MGMA Conference is prohibited
- b. Exhibitors may not serve alcohol inside the MO MGMA Conference.
- c. MO MGMA Conference management reserves the right to reject, remove or prohibit any exhibit/display in whole or in part, or any Exhibitor or its representatives if, in the opinion of MO MGMA Conference management, the exhibit or the activities of the Exhibitor or its representatives violates the contract, the Rules or Regulations, or are detrimental to the goals and purposes of the MO MGMA Conference.
- d. Prohibited or inappropriate conduct which results in the Exhibitor removal will also result in the forfeiture of all exhibit fees, or any other fees; the Exhibitor will remain liable for any damages due to its actions.
- e. Use of an exhibit space by two or more organizations is not permitted. Subletting of space is not permitted.
- f. Any Exhibitor who is a "no show", meaning that the exhibit is not set up and staffed by the Conference opening time, without prior permission, will forfeit his/her exhibit space for the duration of the MO MGMA Conference. Non-attendance does not constitute cancellation on the Exhibitor's part, and no refunds or credits will be issued. MO MGMA Conference management will replace a "no show's" exhibit space as it determines is in the best interest of the MO MGMA Conference.
- g. "Suitcasing" is prohibited. Suit-casing is the act of soliciting business in the aisles during the exhibition or in other public spaces, including another company's exhibit or a hotel lobby.

## Assignment of Exhibit Space

- a. Exhibitor may consider his/her space as reserved in the MO MGMA conference upon acceptance of a completed application and full payment has been received. Conference Sponsors will receive premier exhibit placement in the exhibit hall. Other exhibitors will be assigned space based on the order in which the application and payment have been received.
- b. MO MGMA Conference management reserves the right to assign exhibit space, change the floor plan or move Exhibitor's exhibit space, without prior notice, if MO MGMA Conference management determines that it is in the best interest of the MO MGMA Conference.

## Cancellation Policy

- a. A refund less a \$300 processing fee will be made to the Exhibitor if cancellation is received by April 1, 2024.
- b. No refunds will be issued after April 1, 2024.
- c. MO MGMA assumes no responsibility for having included the name of the cancelled Exhibitor in materials related to the MO MGMA Conference.

## Promotional Errors:

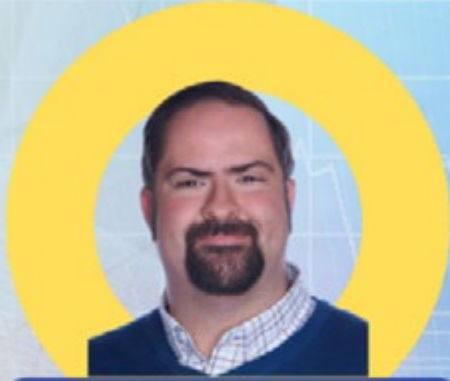
MO MGMA will not be liable for any errors or omissions in the MO MGMA Conference's attendee lists, websites, newsletter or any other promotional or on-site materials. MO MGMA assumes no responsibility for having included the name of a cancelled Exhibitor in material related to the MO MGMA Conference.

## **\*\*\*NO SUITCASING WILL BE ALLOWED AT ANY OF MO MGMA'S MEETINGS\*\*\***

Please note that while all meeting attendees are invited to the Exhibit Hall, any person(s) who have not paid for an Exhibit at the conference who is observed to be soliciting business in the aisles or other public spaces, in another company's exhibit, who is in violation of any portion of the Exhibit Policy, will be asked to leave immediately. Additional penalties may be applied. Conference Management recognizes that suit-casing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suit-casing violations may occur at venues other than the exhibition floor and at other events. Conference Management must be informed of any hospitality suites, and expressed consent must be received prior to the event.



# 2023-2024 BOARD OF DIRECTORS



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## CONFERENCE PLANNING COMMITTEE

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MISSOURI MEDICAL GROUP MANAGEMENT ASSOCIATION  
2024 ANNUAL CONFERENCE & SPONSORSHIP PROGRAM  
Sheraton Overland Park Hotel May 1-3, 2024

Exact Company Name for Signage/Recognition: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email Address: \_\_\_\_\_ Company Website: \_\_\_\_\_

### Exhibit Fee

MO MGMA Business Partner Member \$2,000 \$ \_\_\_\_\_

Conference Sponsor Level \_\_\_\_\_ \$ \_\_\_\_\_

### Exhibit Hall Representatives:

1. Name: \_\_\_\_\_

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

2. Name: \_\_\_\_\_

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

3. Additional Representative (\$200 additional fee applies):

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

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

### Newsletter Sponsor

Price Per Issue: Full Page Ad \$750 x \_\_\_\_ # issues\* \$ \_\_\_\_\_

Half Page Ad \$400 x \_\_\_\_ # issues\* \$ \_\_\_\_\_

Quarter Page Ad \$250 x \_\_\_\_ # issues\* \$ \_\_\_\_\_

Advertising Month(s): December February April June August October

\*Apply a 10% discount off total with placement of four or more ads. \*\*Invoiced after each issue is published

### Website Sponsor

Annual Website Sponsor Logo, Link & Listing \$750 \$ \_\_\_\_\_

### Scholarship Sponsor

Contribution to the Practice Manager Scholarship Fund\* \$25, \$50, \$100 or other amount \$ \_\_\_\_\_

\*Scholarship fund supports a practice manager's advanced education or conference attendance

**TOTAL:** \$ \_\_\_\_\_

Submitted by: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_