1926
First conference of clinic managers in Madison, Wis.

1940
Clinic managers discuss partnerships and the use of air conditioning.

1955
ACMPE established to offer certification in practice management.

1963
Association adopts the name Medical Group Management Association (MGMA).

1976
MGMA establishes the Harry J. Harwick Award for scholarships.

1990
MGMA reaches its 10,000 member mark.

2015
Current president and CEO, Halee Fisher-Wright, MD, assumes duties.

2016
MGMA celebrates 90th anniversary.

MGMA 2016 Annual Conference
San Francisco | Oct. 30-Nov. 2
Exhibitor Prospectus
The MGMA 2016 Annual Conference
Conference overview

Three full days of networking, building brand awareness and generating leads.

Join us for the premier educational and networking event for medical group practice administrators, and mingle with an expected audience of more than 3,000 decision makers and potential business partners.

For the past 90 years, MGMA has delivered the tools, education, and resources decision-makers in the healthcare industry need to advance their practice and careers. We pride ourselves on providing our exhibitors with this same level of dedication, attention, and service for success both now and in the future.

MGMA16 brings together medical group practice leaders from across the US who are looking for products and services like yours to help improve their practice operations. Exhibit at MGMA16 and connect with an expected audience of more than 5,000 decision makers and potential business partners.

From decade-long partnerships to our newest connections, we’re honored to continuously help you showcase your brand, make meaningful connections, and reach your business goals for years to come.

Visit mgma.org/MGMA16-EXHIBIT to view an up-to-date, interactive Exhibit Hall floor plan.

Show location
Moscone Center
747 Howard Street
San Francisco, CA 94103
415.974.4000

Exhibit Hall located in the South Hall

San Francisco visitor information
www.sanfrancisco.travel

22% ✓
It costs 22% less to contact a potential buyer at a conference than it does through traditional field sales calls.
(CEIR, 2014)
Attendee profile
Connect with healthcare industry leaders

MGMA16 attendees are medical group practice leaders with extensive decision-making power. With our long history and proven track record, we’ve helped MGMA partners build meaningful relationships with these industry members — and capitalize on the opportunities that matter most. One-third of conference attendees are new each year, allowing you to showcase your solutions and services to a different audience for additional brand exposure.

MGMA15 attendee profile

5,000
total healthcare industry professionals

Lead generation and purchasing power

125 leads
on average collected per exhibitor at MGMA15
(Estimate based on MGMA15 lead analysis report)

93%
of 2015 attendees had sole responsibility, shared responsibility or provided input on purchasing decisions.
(MGMA15 attendee survey data)

85%
of 2015 attendees spent 30 minutes or more interacting with exhibitors in the Exhibit Hall.
Of the above 85%, 16% of attendees spent more than 120 minutes interacting with exhibitors.
(MGMA15 attendee survey data)
MGMA15 attendee demographics

Attendees by title

- 31% Administrator/Manager
- 23% C-suite/VP
- 14% Director
- 32% Other

Attendees by years of experience

- 67% 19+ years
- 9% 16-18 years
- 11% 11-15 years
- 9% 6-10 years
- 4% 0-5 years

Attendees by specialty type

- 61% Single-specialty
- 36% Multispecialty (Primary & specialty care)
- 3% Multispecialty (Primary care only)

Attendees by organization type

- 54% Patient Care
- 7% Service Organization
- 9% Academic
- 30% Other Organization

Attendees by age range

- 35% 46-55 years
- 22% 36-45 years
- 8% Up to 35 years
- 5% 66 years or older

Attendees by geographical region

- 37% Southern
- 23% Eastern
- 21% Western
- 19% Midwestern

* Data displayed is a representative sample of the full attendee population of the MGMA 2015 Annual Conference. For some data elements, displayed data sample size is a percentage of the entire attendee population.
### MGMA15 attendee demographics

**Attendee count by FTE***

<table>
<thead>
<tr>
<th>FTE</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10</td>
<td>35%</td>
<td>1-10</td>
</tr>
<tr>
<td>11-25</td>
<td>20%</td>
<td>11-25</td>
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<tr>
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<tr>
<td>51-75</td>
<td>5%</td>
<td>51-75</td>
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<tr>
<td>76-150</td>
<td>8%</td>
<td>76-150</td>
</tr>
<tr>
<td>151 or more</td>
<td>21%</td>
<td>151 or more</td>
</tr>
</tbody>
</table>

### Attendees make critical decisions. Conference attendee responsibilities include:

- Financial management
- Business operations
- Billing and coding
- Strategic planning
- Marketing
- Human resources
- Ancillary services

### Top 10 medical specialties

1. Orthopedics
2. OB/GYN
3. Family medicine
4. Pediatrics
5. Gastroenterology
6. Urology
7. Surgery
8. Cardiology
9. Radiology
10. Neurology

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*Data displayed is a representative sample of the full attendee population of the MGMA 2015 Annual Conference. For some data elements, displayed data sample size is a percentage of the entire attendee population.*
It’s not just exhibiting…
It’s about creating a lasting impression

Planning for your tradeshow success doesn’t start a month or two in advance. In fact, it can take anywhere from six months to a year of planning to do it right. Trade show marketing is a very strategic process. When planning your MGMA16 strategy, be sure to think about your call-to-action and how to integrate it into every aspect of your strategy, as it will be key to reaching your goals.

This year, MGMA is celebrating 90 years of dedication to the healthcare industry.

MGMA account managers are invested in your conference success — both now and in the future. They work with you to select show options, help you drive more traffic to your booth, set up demos, and more. Take advantage of everything MGMA marketing has to offer, including exceptional personal attention, a platform to showcase your brand, and an opportunity to make meaningful member connections.

Contact an account manager today for additional information about exhibiting and corporate membership advantages.

69%
In the B2B buying process, 69% of people attend face-to-face events to shop for new products and services.
(CEIR, “What Attendees Want from Trade Exhibitions)
5,000+ decision makers and potential business partners are expected to attend MGMA16.
Exhibitor opportunities

Booth sizes

The MGMA16 Exhibit Hall offers a variety of booth sizes. All exhibit spaces are priced per 10’ x 10’ booth. Booth spaces are available in any configuration of 10’ x 10’ such as 20’ x 20’, 30’ x 30’, 50’ x 50’ and larger models. No tabletops are available.

Booth fees

A corporate membership can save you money on your booth and other conference opportunities. Contact an account manager for details.

A non-refundable, 50% deposit is due within 30 business days of reserving your booth. Final payment is due March 31, 2016. Full payment is due for booth reservations made April 1, 2016 or later. **Failure to pay by the deadline will result in the release of your reserved booth without a refund.**

Included in your booth fee for each 10' x 10' space:

- Two complimentary exhibitor registrations with each 10’ x 10’ booth purchase
- Online booth promotion, including company description, product details, social media links and more in the Exhibit Hall Planner
- Booth drape: Eight feet high in the back, three feet high on the sides
- Company listing in attendee materials if contracted by deadline

New exhibitor showcase

Are you a first-time exhibitor at the MGMA Annual Conference?*

New exhibitors are provided with a special booth area on the exhibit floor where attendees can view and learn about their product and service solutions. New exhibitor benefits include a floor cling in the main aisle and new exhibitor recognition in the conference materials and online booth. The new exhibitor area sells out quickly, so sign up early!

View the Exhibit Hall floor plan

Visit mgma.org/MGMA16-EXHIBIT to find an interactive Exhibit Hall floor plan, allowing you to choose the perfect space.

* Companies are considered new if they haven’t exhibited with MGMA in the last three years.
Advertising and Sponsorship

MGMA16 conference sponsorship

From decade-long partnerships to our newest connections, we’re honored to celebrate 90 years of helping members and sponsors make meaningful connections and reach business goals.

Commemorate 90 years of excellence in healthcare, and elevate your presence and commitment to the future as one of 20 exclusive sponsors.

Benefits*

- Full-page ad in the Exhibit Hall Happenings booklet
- Full-page ad in the MGMA16 conference planner
- Two direct mail list rentals or eBlasts to conference attendees
- Two networking event tickets
- Opportunity to serve food and beverages from your booth (additional F&B costs)
- Your booth as a mandatory stop on the Exhibit Hall Trail Map
- One marketing item distributed to attendees
- Access to national media contacts
- Two additional badges for exhibitors or clients
- Enhanced attendee roster, featuring additional demographics information
- Priority MGMA17 booth selection**

Recognition

- Recognition at each general session
- Recognition at each concurrent session
- Recognition at all public networking events
- Logo in email communications to all registered attendees pre- and post-conference
- Logo recognition on the MGMA16 attendee web page
- Logo recognition on signage throughout the conference facility's high-traffic areas
- Logo recognition in the pre- and post-conference issues of MGMA Connection magazine
- Logo recognition in MGMA electronic communications
- Social medial mentions leading up to the conference (Facebook, Twitter, etc.)
- Access to an exclusive “MGMA16 Sponsor Seal” for marketing use (provided in digital format)

$25,000 investment

*MGMA reserves the right to substitute benefits of equal or greater value.

**MGMA Executive Partners receive first selections. Sponsors receive next priority and will be assigned based on points.
MGMA16 Advertising options

Attendee direct mail list: $995
Use a direct mail list before the conference to invite attendees to visit your booth.

MGMA16 webpage ad: $3,500
Gain brand exposure before the conference with a small web ad on the MGMA16 conference attendee web page.

Floor plan web banner: $3,500
As conference attendees plan their conference experience, they turn to the Exhibit Hall floor plan to map out their Exhibit Hall excursions. Display your brand on a web banner to ensure that your presence is known.

Exhibit Hall Happenings call-to-action ad: $2,500
Every attendee will receive an Exhibit Hall Happenings booklet — a great opportunity to spread the word about your Exhibit Hall promotions.

MGMA CONNECTION MAGAZINE OCTOBER 2016 ISSUE: Cost varies
The October issue of MGMA Connection magazine is a great avenue to let conference attendees know that you’ll be exhibiting. Take advantage of the magazine’s bonus distribution to all conference attendees at MGMA16.

B2B-exhibitor booth drop: $2,000
Have your marketing information distributed to each exhibiting company.

Additional advertising opportunities may become available. Contact your account manager.

Enhanced Exhibitor Package

- Full-page ad in the Exhibit Hall Happenings booklet (artwork due TBD)
- Full-page ad in the Annual Conference Planner (artwork due TBD)
- Two-time access to direct mail attendee list
- An additional 8.5 points towards MGMA17 booth selection

$8,500

For a comprehensive list of available opportunities, click here.
Exhibitor FAQ

Reserving and installing your booth

When can I purchase a booth for next year’s annual conference?

Today! Find the online exhibit contract at mgma.org/MGMA16-EXHIBIT for the MGMA 2016 Annual Conference. To hold your booth space, a 50% deposit is required at the time of booth assignment.

How is booth space assigned?

MGMA15 exhibitors will have the first opportunity to select their booth for MGMA16. Onsite booth selection appointment times will be determined by the number of priority points earned. Points are accumulated based on current year booth size, exhibit history, booking in the hotel block for MGMA15 by Sept. 26, and MGMA sponsorship.

• Your MGMA15 booth contact will receive notification of your company’s booth selection appointment time, to be held in the exhibitor sales office during MGMA15, along with a link to the online MGMA16 exhibit contract.

• Appointments will be scheduled starting at 8:00 am on Sunday, Oct. 11 in the exhibitor sales office. Companies with the most points will have the first appointments and should be prepared for an early Sunday appointment. If you miss your scheduled appointment time, you will forfeit your place in line for booth selection.

• Before selecting your booth location, you must complete the online contract, which can be done before this year’s conference or in the exhibitor sales office at the show.

• A 50% deposit for your MGMA16 booth is required, and must be paid prior to the close of the MGMA 2015 Annual Conference. Failure to pay your deposit will result in forfeiture of your booth selection.

• After onsite booth selections, booths will be assigned on a first come, first reserved status until sold out.

Exhibitor Service Kit

While booth extras are not included in your exhibit contract, we recommend that you include them in your show budget. More detailed information will be available to contracted exhibitors in the online Exhibitor Service Kit, which will be available by email for the primary exhibit contact on June 15, 2016.

The service kit will include a list of MGMA-approved suppliers. To ensure the best conference experience and service, please plan to work only with these approved suppliers.
At the conference

Where can I find exhibitor hotel reservation information?
Exhibitor housing details will be available by July 2016 in the online Exhibitor Registration Portal.

Experient is the Official Housing Provider for MGMA16. If you receive a phone call regarding room reservations, it is not from Experient. Improper solicitation of hotel reservations from any company or housing provider other than Experient is not approved by MGMA. Rooms secured outside of Experient cannot be guaranteed and are made at your own risk. Please contact us with any concerns.

What if I need more than my allotted number of exhibit registrations?
For an additional fee, you may add personnel to staff your booth beyond the two complimentary badges that you’ll receive per 10’ x 10’ space. You can request and pay for additional badges via the online Exhibitor Registration Portal. Additional details will be available by June 2016.

What are the cancellation rules and policies?
Exhibitors may cancel by contacting their account manager. Cancellations received on or before March 31, 2016, will receive a refund less the 50% non-refundable deposit for booth space. Per your signed exhibit contract, if your 50% deposit has not been paid you are responsible for the cancellation fee. No refunds are available for cancellations made April 1, 2016, or later.

• A non-refundable payment in full is due by March 31, 2016, for all contracts submitted on or before March 31, 2016.
• Payment in full is required at the time of booth selection for all contracts submitted on or after April 1, 2016. No refunds are available after this date.

All cancellation rules and policies are defined by your exhibitor contract.
Per your exhibit contract, every exhibiting company is required to send MGMA a completed liability insurance certificate.

“Exhibitor must obtain workers compensation insurance for Exhibitor’s employees that satisfies applicable legal requirements in Exhibitor’s home jurisdiction and in the jurisdiction in which the Conference is held. In addition, Exhibitor must obtain and maintain at its own expense a standard Commercial General Liability Policy with a combined policy limit of at least $2 million, which policy (a) provides coverage for injury or death to persons and damage to property in connection with the Annual Conference, and (b) lists MGMA and the owner or operator of the Conference Facility as additional insureds. Such coverage must be on an “occurrence” as opposed to “claims made” basis and must cover the entire time period during which Exhibitor or any representative of Exhibitor is present or has any property at the Conference Facility. Exhibitor will provide MGMA with such evidence of coverage. Exhibitor hereby releases, waives and discharges any claim, demand, or cause of action that Exhibitor or its insurers might otherwise have, by way of subrogation or otherwise, against Releasees or the owner or operator of the Conference Facility for any loss, damage, claim or cause of action of any kind that is covered under Exhibitor’s insurance policies or that would be covered if Exhibitor maintained the insurance coverage required by this Section.”

Limits:
• An industry standard or equivalent commercial general liability insurance policy, including contractual liability, with limits of liability for bodily injury and property damage of at least $1 million per occurrence and $2 million annual aggregate
• Workers compensation insurance for statutory benefits, including employer’s liability coverage, in a minimum amount not less than $1 million
• Automobile liability insurance policy with limits of liability for bodily injury and property damage of at least $1 million per occurrence
• A property insurance policy covering all Vendor’s property, equipment, materials and supplies to be used in connection with the work for Special Form perils. Policy shall waive insurers right of subrogation against MGMA

Additional Insured:
• MGMA (Show Management)
• Moscone Center, San Francisco (Facility)
• Freeman (Decorator)

Coverage dates:
• Sunday, Oct. 30, 2016, through Wednesday, Nov. 2, 2016, or your group’s arrival dates, whichever is greater.
See you in San Francisco!

Oct. 30-Nov. 2, 2016
Reserve your exhibiting opportunity today

mgma.org/MGMA16-exhibit

Contact an account manager:

Susan Paulin Schubert
Senior Manager, Corporate Relations
877.275.6462, ext. 1874
spschubert@mgma.org

Doug Collier
Senior Account Manager
877.275.6462, ext. 1872
dcollier@mgma.org

Owen Kemp
Senior Account Manager
877.275.6462, ext. 1266
okemp@mgma.org

Future MGMA Annual Conference dates

MGMA 2017 Annual Conference
Oct. 8-11, 2017
Anaheim Convention Center, California

MGMA 2018 Annual Conference
Sept. 30-Oct. 3, 2018
Boston Convention and Exhibitor Center

MGMA 2019 Annual Conference
Oct. 13-16, 2019
Ernest N. Morial Convention Center, New Orleans

MGMA 2020 Annual Conference
Oct. 24-27, 2020
Henry B. Gonzalez Convention Center, San Antonio

To reserve your exhibiting, sponsorship and advertising opportunities, call 877.275.6462, ext. 1800 or email busdevelop@mgma.org