MAY 14-16 | 2020 | INDIANAPOLIS

SPONSORSHIP PROSPECTUS
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MGMA20 | The Data Conference is designed to position healthcare professionals as analytic experts.

**ANTICIPATED ATTENDEES: 200+**

- Practice administrators
- Directors / vice presidents
- Chief financial officers
- Certified public accountants
- Business accounting professionals
- Sourcing and purchasing specialists
- Analysts

**2020 SHOW LOCATION**

Indianapolis Marriott Downtown | 350 West Maryland Street | Indianapolis, IN 46225

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**WHY PARTICIPATE?**

**TO GENERAL SESSION AND CONCURRENT SESSIONS ROOMS**

**CONFERENCE MAIN FOYER AND TABLETOP PRESENTATION SPACE**

RESERVE YOUR SPACE TODAY   Call us: 877.275.6462, ext. 1800  |  Email us: busdevelop@mgma.com  |  Visit us: mgma.com/marketingsolutions
**ATTENDEE SNAPSHOT**

- **51%** Attendees are Multispecialty (primary and specialty care)
- **14%** Attendees are Multispecialty (primary care only)
- **38%** Attendees are Single specialty
- **12%** Attendees are Academic Service
- **24%** Attendees are Patient Care
- **13%** Attendees are Other

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**GEOGRAPHY**

- **51%** Attendees are from the West Coast
- **14%** Attendees are from the Midwest
- **12%** Attendees are from the South
- **24%** Attendees are from the East Coast

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**ORGANIZATION TYPE**

- **35%** Academic
- **48%** Patient Care
- **13%** Other

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**ATTENDEE BY TITLE**

- **8%** Administrator
- **6%** Vice president
- **16%** Management/supervisor
- **13%** C-suite
- **6%** Consultant
- **20%** Director
- **32%** Other

*Attendee data sourced from the MGMA19 | The Data Conference.*
EXPECTED ATTENDANCE

More than 220 healthcare professionals seeking to utilize MGMA and industry data and tools to create operational and financial efficiencies within their practices and organizations. The audience will be comprised of professionals from all practice sizes and specialties.

The Data Conference will be comprised of general sessions, interactive sessions and networking opportunities where attendees will engage with industry experts to view demos, ask questions and explore solutions. General continuing education credit and ACMPE credit will be available. MGMA is seeking sponsor support and offering the following opportunities:

PRESENTING SPONSOR (4 AVAILABLE)
  — $5,000 MEMBER AND DATADIVE LICENSEE; $7,500 NON-MEMBER
  • Presenting sponsor recognition
  • Opportunity to moderate or conduct a 60-minute, concurrent education session or panel (MGMA to approve content for accreditation)
  • Three conference registrations for your staff
  • Branding at event and in promotional materials
  • One Table Top station during the event to place your industry materials, brand your presence and greet attendees: 6’ draped table, two chairs, electricity and wireless internet also included.
  • Attendee Roster (not usable for contact)
  • Two eblast messages to attendees – one pre-conference & one post-conference

EVENT SPONSOR (6 AVAILABLE)
  — $2,500 MEMBER AND DATADIVE LICENSEE; $3,500 NON-MEMBER
  • One Table Top station during the event to place your industry materials, brand your presence and greet attendees: 6’ draped table, two chairs, electricity and wireless internet also included.
  • Two conference registrations for your staff
  • Attendee roster (not usable for contact)
  • Company listed in promotional materials
  • One eblast message to attendees –pre-conference
**SPONSORSHIP OPPORTUNITIES**

**RECEPTION HOST (2 AVAILABLE)**

— **$1,700 MEMBER AND DATADIVE LICENSEE; $2,700 NON-MEMBER**

- EXCLUSIVE per opportunity, available to active sponsors only
- Recognition as the reception host in promotional materials
- Sign recognition throughout the reception
- Opportunity to address audience with a one-minute welcome message
- Opportunity to provide branded items, such as, table centerpiece, glasses, napkins, coasters at the bars
- One eblast to all attendees prior to the event

**SPONSOR SCHEDULE**

**THURSDAY, MAY 14**

8:00-11:00 am  Table Top Move-in  
3:00-5:00 pm  Table Top Open Time  
5:00-5:45 pm  Networking Reception with Attendees

**FRIDAY, MAY 15**

Table Tops Open during the following times  
7:00-8:00 am  Breakfast with Attendees  
9:00-9:30 am  Networking Break  
10:30-11:00 am  Networking Break  
12:00-1:30 pm  Networking Lunch  
2:30-3:15 pm  Networking Break  
4:15-5:30 pm  Reception with Attendees

**SATURDAY, MAY 16**

Table Tops Open during the following times  
7:00-8:00 am  Breakfast with Attendees  
9:00-9:30 am  Networking Break  
10:30-11:00 am  Networking Break  
12:15-1:30 pm  Networking Lunch  
1:30-5:00 pm  Table Top Move-out