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RESERVE YOUR SPACE TODAY  Call us: 877.275.6462, ext. 1800  Email us: busdevelop@mgma.com  Visit us: mgma.com/marketingsolutions
Centered on making the operations of individual private practices and large health systems more efficient through innovative patient-focused products, services and strategies, MGMA20 | The Operations Conference will allow you to align your solutions with the best practices needed to control costs, engage with patients and build high-performance teams.

**EXPECTED ATTENDANCE:** 500+

**WHO ATTENDS**

- Practice administrators/supervisors
- Chief operating officers
- Vice presidents of operations
- Chief executive officers
- Chief medical information officers
- Human resource officers
- Executive/regional directors
- Sourcing and purchasing specialists

**2019 SHOW LOCATION**

Arizona Grand Resort & Spa | 8000 S. Arizona Grand Parkway | Phoenix, AZ 85044

**CLICK HERE** to view an up-to-date Solution Center floor plan.
ATTENDEE SNAPSHOT*

GEOGRAPHY

ATTENDEE BY FTE COUNT

ORGANIZATION TYPE

SPECIALTY TYPE

ATTENDEE BY TITLE

*Attendee data sourced from the MGMA19 | The Operations Conference.

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MGMA corporate membership is your company’s exclusive gateway to discounted marketing, advertising and exhibiting opportunities. Through your MGMA corporate membership, you can also take advantage of industry information, career tools and data resources for use in your own daily work.

**MGMA CORPORATE MEMBERSHIP LEVELS**

<table>
<thead>
<tr>
<th>Feature</th>
<th>MGMA CORPORATE MEMBERSHIP</th>
<th>MGMA PREMIER CORPORATE MEMBERSHIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual investment</td>
<td>$5,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>MGMA Vendor Directory (online)</td>
<td>Unlimited categories</td>
<td>Unlimited categories</td>
</tr>
<tr>
<td>Individual members</td>
<td>5 included</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Exhibit booth discount</td>
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<td>✓</td>
</tr>
<tr>
<td>Advertising discount</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>MGMA Career Center discount</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>Sponsorship discount</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>List rental discount</td>
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<td>20%</td>
</tr>
<tr>
<td>Vendor-produced webinar discount</td>
<td>10%</td>
<td>20%</td>
</tr>
<tr>
<td>Complimentary full member list (direct mail or e-blast)</td>
<td>1 use included annually</td>
<td>2 uses included annually</td>
</tr>
<tr>
<td>MGMA Annual Conference Marquee Sponsor with two attendee list sends</td>
<td>Available for 10% discount</td>
<td>Included annually</td>
</tr>
<tr>
<td>Priority points for booth selection at conference</td>
<td>5 plus 2X points for additional sponsorship buys</td>
<td>50 plus 3X points for additional sponsorship buys</td>
</tr>
<tr>
<td>Additional complimentary Exhibit Hall badges (where exhibiting)</td>
<td>1 per 10’x10’ booth</td>
<td>2 per 10’x10’ booth</td>
</tr>
<tr>
<td>Corporate member seal use</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Inclusion on MGMA corporate events calendar</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Access to VIP lounge at MGMA Annual Conference</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>MGMA Spring Conferences Sponsor with one attendee list send</td>
<td>Available for 10% discount</td>
<td>Included with each MGMA Spring Conference</td>
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<tr>
<td>Complimentary guest registration — MGMA Annual Conference (if exhibiting)</td>
<td>Available for 10% discount</td>
<td>2 included</td>
</tr>
<tr>
<td>Use of MGMA Annual Conference sponsor seal</td>
<td>included annually</td>
<td></td>
</tr>
<tr>
<td>MGMA Annual Conference VIP Member Roundtable</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Host focus group (live or virtual)</td>
<td>1 included annually, 20% discount on additional</td>
<td></td>
</tr>
<tr>
<td>Complimentary interview/30-second ad on MGMA Small Talk podcast</td>
<td>1 included annually</td>
<td></td>
</tr>
<tr>
<td>Complimentary full-page ad/sponsored content in MGMA Connection magazine</td>
<td>1 per year</td>
<td></td>
</tr>
</tbody>
</table>

Let us customize your MGMA business membership experience. Speak with an account manager regarding MGMA Executive Partnership.
EXHIBITING

BOOTH LOCATION AND SIZES
Booths are assigned on a first come, first serve basis.

SAVE ON CONFERENCE EXHIBITING
when you become an MGMA Corporate Member. See page 5 for details.

BOOTH BENEFITS

STANDARD RATE:  
— $3,500 PER 10'X10' BOOTH
• 6’ table with 2 chairs and wastebasket  
• Attendee roster (not usable for contact)  
• 2 exhibitor badges per 10’x10’ booth

MGMA CORPORATE MEMBER:  
— $3,000 PER 10'X10' BOOTH
• 6’ table with 2 chairs and wastebasket  
• Attendee roster (not usable for contact)  
• Attendee pre-conference eblast  
• 3 exhibitor badges per 10’x10’ booth

MGMA PREMIER CORPORATE MEMBER:  
— $2,600 PER 10'X10' BOOTH
• 6’ table with 2 chairs and wastebasket  
• Attendee roster (not usable for contact)  
• Attendee pre-conference eblast  
• 4 exhibitor badges per 10’x10’ booth  
• Match Mingie Win Traffic Game Participation

* Price per 10’x10’ booth is determined based on the date on which MGMA receives the completed Exhibit Application.  
To receive discounts, partners, Corporate Members and Premier Corporate Members must have an active membership status with MGMA at the time of completing the Exhibit Application and at the time of the conference start.
SPONSORSHIP PACKAGES

Choose from this list of sponsorship packages and exclusive options that will enhance your exposure at the Arizona Grand and keep your brand in front of attendees before, during and after the conference.

OPENING RECEPTION SPONSOR (THURSDAY EVENING) – $6,500 (SPONSOR EXCLUSIVE)

This opportunity sets the stage for the conference. All participants are invited to join your company in the Solution Center in the Canyon Ballroom to celebrate the opening of MGMA20 | The Operations Conference. Make a splash and introduce your company to the group with these inclusions:

• Table tent signs on all tables, buffet and bar locations
• Sign recognition outside of the event in a high-traffic area
• One e-blast to registered attendees of the conference
• Sponsor recognition in conference materials
• Participation in the Hall Traffic Builder game
• 1-minute welcome to attendees presented by your company representative*
• Sponsor may supply napkins, bar glasses or other giveaways

CONFERENCE MEAL SPONSORSHIP – $5,500 (SPONSOR EXCLUSIVE)

Two meals available: Breakfast Friday | Lunch Friday

All participants are invited to join your company in the Solution Center | Exhibit Hall in the Canyon Ballroom for conference meal times. This visible sponsorship will introduce your company to the group with these inclusions:

• Marketing materials distributed on dining tables during sponsored meal time
• Thank you to our sponsor recognition on all dining tables and buffet lines
• Sponsor recognition in the conference materials
• 1-minute welcome to attendees presented by your company representative*

NETWORKING BREAK SNACK SPONSOR – $500 (8 AVAILABLE)

• Draw traffic to your booth with Snack Time! Provide attendees with an afternoon snack or drink during the closing happy hour in the Solution Center.
• Sponsor will work directly with the hotel to provide a snack of sponsor’s choosing in or near their booth during the Friday afternoon break
• Your snack offering will be listed on Solution Center signage and inside event communications
• Your booth and snack will be included in the Solution Center verbal announcement during the afternoon break time
• Sponsor responsible for purchasing snack items directly from the hotel

SAVE ON CONFERENCE SPONSORSHIP AND ADVERTISING when you become an MGMA Corporate Member. See page 5 for details.

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SPONSORED PACKAGES, CONT.

SOLUTION HUDDLE SPOT SPONSOR — $3,500 PER SPOT (12 SPOTS AVAILABLE)

Sponsor a new Solution Huddle Spot on the Solution Center floor. Designed to ignite genuine conversations and quickly get to the attendee’s hardest challenge or pain point that you can help solve when you facilitate one of our new, peer-to-peer, discussion-based educational experiences called “SOLUTION HUDDLES”.

Conference attendees can sign up and participate in these discussions and receive CEU, ACMPE and ACHE credit. Designed as a way for attendees to learn from one another, as a moderator and sponsor you will welcome the group, introduce your choice of approved topic, and facilitate the discussion amongst attendees on their current challenges and experiences.

You will get incredible insider views into what attendees want most while making lasting connections in a non-pressure environment. This educational experience will allow each facilitator to engage with attendees as an industry expert and solution provider.

- Sponsor will host and moderate one Solution Huddle in the Solution Center
- Sponsor will supply title, abstract, moderator and learning objectives for 30-minute discussion huddle (must be approved and meet accreditation standards for educational credit).
- Sponsor will receive leads list of the attendees who participate in the discussion

WELCOME SPONSORSHIP WITH BRANDED ATTENDEE HOTEL KEY CARD — $4,000 (SPONSOR EXCLUSIVE)

Your message welcomes attendees as they check into the conference and stays with them throughout the event.

- Your message printed on envelope and room key card handed to every attendee checking in
- Content must be sent to MGMA for approval prior to printing

HOTEL GUEST ROOM DROP — $4,000 (SPONSOR EXCLUSIVE)

Ensure contact with each attendee in their room with a welcome gift or memorable message from your company.

- Room drops can be placed on the door or delivered to each guest room
- Room drops available Thursday night
- Content must be sent to MGMA for approval prior to printing

ENHANCED EXHIBIT PACKAGE — $2,500

This enhancement for MGMA20 | The Operations Conference gets your message out before, during and after the event. Enhanced exhibit booth exposure and additional opportunities to reach attendees are included:

- One-time eblast to registered conference attendees
- Participation in the on-site Traffic Builder game
- Full page ad in April issue of MGMA Connection Magazine — Bonus Distribution at MGMA20 | The Data Conference in May
SPONSORSHIP OPPORTUNITIES, CONT.

**SOLUTION CENTER OVERHEAD ANNOUNCEMENT**
- $2,000 EACH (4 AVAILABLE)
- 15 second-scripted Solution Center overhead announcement during conference breaks when attendees are in the hall.*

**GOBO / BANNER OPPORTUNITY**
- $1,500 (4 AVAILABLE)
- Increase exposure and drive attendees to your booth
- Placement near exhibit hall entrance at MGMA discretion

**FLOOR CLING BRANDING**
- $850 (8 AVAILABLE)
- Increase exposure and drive attendees to your booth
- 4’x4’ maximum size, exhibitor to provide artwork
- Placement near exhibit hall or throughout conference at MGMA discretion

**IMPORTANT DEADLINES:**

Purchase your sponsorship opportunities by **February 14, 2020**, to ensure on-site recognition at the conference.
**EXHIBITOR FAQS**

**WHEN CAN I PURCHASE A BOOTH FOR THE CONFERENCE?**

**TODAY!** Find the online exhibitor contract at [MGMA.COM/TOC20-EXHIBIT](http://MGMA.COM/TOC20-EXHIBIT). To hold your booth space, a 50% deposit is required at the time of booth assignment.

**How is booth space assigned?**

Booth assignments are based on the order in which contracts are received.

- Before selecting your booth location, you must complete the online contract.
- A nonrefundable 50% deposit is required upon submission of this exhibitor contract. Failure to pay your deposit will result in forfeiture of your booth selection.

**Exhibitor Service Kit**

A detailed exhibitor kit will be sent to contracted exhibitors in early December 2019.

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

**TIP:** MGMA recommends that you include booth extras in your show budget.
WHERE CAN I FIND EXHIBITOR HOTEL RESERVATION INFORMATION?

The event will take place at The Arizona Grand Resort and Spa. Rooms are available at a discounted rate of $239 per night [AT THIS LINK](#). Plan to reserve your rooms before Monday, March 23, 2020.

WHAT IF I NEED MORE THAN MY ALLOTTED NUMBER OF EXHIBIT REGISTRATIONS?

Two complimentary exhibitor badges will be provided for each 10’x10’ space reserved. Additional exhibitor badges may be purchased for a $350 fee. See membership tiers on page 5 for additional badge allotments based on membership level.

WHAT ARE THE CANCELLATION RULES AND POLICIES?

All cancellation rules and policies are defined in your exhibitor contract.

WHAT ELSE SHOULD I PLAN TO PURCHASE FOR MY BOOTH?

While booth extras are not included in your exhibitor contract, we recommend that you include them in your show budget. **Electrical Drop if required, estimated at $125.00.**

- Wireless Internet Connection is available at no charge in the Solution Center
- Solution Center is also carpeted, no need for floor covering

TIP: All exhibitors are required to send a completed liability insurance certificate to MGMA.

THE OPERATIONS CONFERENCE SOLUTION CENTER SCHEDULE

THURSDAY, APRIL 16
10:00 am-2:00 pm | Exhibitor Move In
3:00-4:30 pm | Welcome Reception | Grand Opening

FRIDAY, APRIL 17
8:00 am-5:00 pm | Solution Center Hours
8:00-9:30 am | Breakfast in Hall and Solution Huddles
12:00-1:30 pm | Lunch in Hall and Solution Huddles
3:45-5:00 pm | Happy Hour in Hall and Solution Huddles
5:00-7:00 pm | Exhibitor Move Out
READY TO GET STARTED?
CONTACT US!

FOR MORE INFORMATION about which conference exhibiting and sponsorship opportunities are right for you, contact the MGMA Corporate Relations team.

CALL: 877.275.6462, EXT. 1800
EMAIL: busdevelop@mgma.com
VISIT: mgma.com/marketingsolutions

ALREADY HAVE A CONTACT?
Feel free to reach out to one of our dedicated Corporate Relations team members for assistance:

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ABOUT MGMA

Medical Group Management Association (MGMA) is the premier association for professionals who lead medical practice. Since 1926, through data, people, insights, and advocacy, MGMA empowers medical group practices to innovate and create meaningful change in healthcare. With a membership of more than 40,000 medical practice administrators, executives, and leaders, MGMA represents more than 12,500 organizations of all sizes, types, structures and specialties that deliver almost half of the healthcare in the United States.

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