FORECAST | INVEST | PROFIT

MARCH 5-7 | 2020 | NASHVILLE, TN

EXHIBITOR PROSPECTUS
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MGMA20 | The Financial Conference is designed to connect and educate financial management professionals from medical practices across the country.

With a tailored focus on the financial challenges in today’s healthcare landscape, including revenue cycle management, optimal physician compensation plans and effective contract analysis and negotiations, this event provides an ideal outlet for exhibitors and sponsors to gain credibility and exposure with financial management decision-makers.

**ANTICIPATED ATTENDEES: 500+**

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

**2020 SHOW LOCATION**

Renaissance Nashville Hotel | 611 Commerce Street | Nashville, TN 37203

[CLICK HERE](#) to view the 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 Financial Conference.
MGMA CORPORATE MEMBERSHIP

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.

<table>
<thead>
<tr>
<th></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>
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<td>20%</td>
</tr>
<tr>
<td>MGMA Career Center discount</td>
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</tr>
<tr>
<td>Sponsorship discount</td>
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<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>
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<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>
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<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 if exhibiting</td>
</tr>
<tr>
<td>Complimentary guest registration — MGMA Annual Conference (if exhibiting)</td>
<td>Available for 10% discount</td>
<td>Included with each MGMA Annual Conference if exhibiting</td>
</tr>
<tr>
<td>Use of MGMA Annual Conference sponsor seal</td>
<td>included annually</td>
<td>included annually</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>1 included annually</td>
</tr>
<tr>
<td>Complimentary interview/30-second ad on MGMA Small Talk podcast</td>
<td>1 included annually</td>
<td>1 included annually</td>
</tr>
<tr>
<td>Complimentary full-page ad/sponsored content in MGMA Connection magazine</td>
<td>1 per year</td>
<td>1 per year</td>
</tr>
</tbody>
</table>

CUSTOMIZE YOUR MGMA CORPORATE MEMBERSHIP EXPERIENCE. ASK US ABOUT MGMA EXECUTIVE PARTNERSHIP. Contact us at 877.275.6462, ext. 1800 or busdevelop@mgma.com.
BOOTH BENEFITS

Standard rate
- 6ft draped table with (2) chairs and wastebasket
- Attendee roster (not usable for contact)
- 2 exhibitor badges per 10’x10’ booth

MGMA Corporate Member
- 6ft draped 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 and Executive Partners
- 6ft draped table with (2) chairs and wastebasket
- Attendee roster (not usable for contact)
- 1 attendee pre-conference eblast
- 4 exhibitor badges per 10’x10’
- Match Mingle Win Traffic Game

Booth Price:
To receive member 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.

REGISTRATION RATE:

Standard rate: $3,500
MGMA Corporate Member: $3,000
MGMA Premier Corporate Member: $2,600
MGMA Executive Partner: 10’ x 10’ booth included

RESERVE YOUR BOOTH TODAY!
EVENT SPONSORSHIP OPPORTUNITIES

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

SPONSORED EDUCATION SESSION INSIDE THE CONCURRENT CONFERENCE PROGRAM
- $7,500 (4 OPPORTUNITIES AVAILABLE)

This is the perfect opportunity for your organization to present on an education content topic that will offer value to the industry. Examples for your topic may include a case study example, new research, a key innovation, etc.

- Session title, abstract, speaker, speaker bio, speaker photo, learning level, content area and 3 learning objectives are due by Friday, Dec. 20 for this opportunity. All content is subject to MGMA approval to meet accreditation standards.
- Deadlines will also apply for signing the speaker contract and submitting your presentation slides for review.
- You will be assigned a 60-minute session timeslot on Friday, March 6 from 2:30-3:30 pm.

OPENING RECEPTION SPONSOR – THURSDAY NIGHT
- $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 Grand Ballroom to celebrate the opening of MGMA20 | The Financial 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 Match Mingle Win Traffic 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)

Three meals available: Breakfast Friday | Lunch Friday | Breakfast Saturday

All participants are invited to join your company in the Solution Center in the Grand Ballroom for conference mealtimes. 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*

RESERVE YOUR SPACE TODAY Call us: 877.275.6462, ext. 1800 | Email us: busdevelop@mgma.com | Visit us: mgma.com/marketing solutions
SPONSORSHIP OPPORTUNITIES

NETWORKING BREAK SNACK SPONSOR
- $500 (8 AVAILABLE)
  • Draw traffic to your booth with Snack Time! Provide attendees with an afternoon pick-me-up on Friday
  • 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

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 first
  • MGMA will work with hotel vendor to get the envelopes and cards printed for the events’ full room block

HOTEL GUEST ROOM DROP
- $4,000 (EACH DROP SPONSOR EXCLUSIVE – 2 AVAILABLE)
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 or Friday night (limit of 1 drop per night)
  • Content must be sent to MGMA for approval prior to printing

ENHANCED EXHIBIT PACKAGE
- $2,500
This enhancement for MGMA20 | The Financial Conference gets your message out before, during and after the event. Enhanced exhibit booth exposure and additional opportunities to reach attendees include:
  • One-time eblast to registered conference attendees
  • Participation in the Match Mingle Win Traffic Game
  • Full page ad in April issue of MGMA Connection Magazine — Bonus Distribution at MGMA20 | The Data
  Conference in May

RESERVE YOUR SPACE TODAY Call us: 877.275.6462, ext. 1800 Email us: busdevelop@mgma.com Visit us: mgma.com/marketingsolutions
SPONSORSHIP OPPORTUNITIES

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.*

HOTEL BRANDING PACKAGE
– $3,500 (4 AVAILABLE)
- 1 full window branding
- 1 column wrap
- 1 4’x4’ maximum size floor cling
- Placement at MGMA discretion throughout conference area

MATCH MINGLE WIN TRAFFIC GAME SPONSOR
– $750
Drive additional traffic to your booth and capture leads with our interactive exhibitor engagement game. Match Mingle Win is a favorite of conference attendees, the game will take place in the Solution Center during the Hall hours, with the prize drawings throughout the breaks available in the hall.

CONFERENCE PADFOLIO SPONSOR
– $750 (EXCLUSIVE)
- Padfolio to include your company logo provided to each attendee at registration (sponsor supplies 500)
- One marketing insert for placement inside the padfolio (sponsor supplies Insert may not exceed size of the padfolio)
- MGMA must approve selected padfolio

CONFERENCE PEN SPONSOR
– $500
Pen to include your company logo/ message provided to each attendee at registration (sponsor supplies 500).

IMPORTANT DEADLINES:
Purchase your sponsorship opportunities by Jan. 13, 2020, to ensure on-site recognition at the conference.

*Messages whether scripted or live require prior approval by MGMA.
WHEN CAN I PURCHASE A BOOTH FOR NEXT YEAR’S CONFERENCE?

Today! Find the online exhibitor contract at MGMA.COM/TFC20-EXHIBIT.

Exhibitor Service Kit

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

WHAT ELSE SHOULD I PLAN TO PURCHASE FOR MY BOOTH?

If you require electrical service in your booth, please estimate this additional order and charge in your show budget: Electrical drop, estimated at $125.00.

Please note these items ARE included with your booth:

- Wireless Internet Connection is available at no charge in the Solution Center. IF you require a dedicated HARD LINE drop, you can order it in the online service kit
- Solution Center is also carpeted, no need for floor covering

TIP: MGMA recommends that you include booth extras in your show budget.

CLICK HERE TO FIND THE ONLINE EXHIBITOR CONTRACT
WHERE CAN I FIND EXHIBITOR HOTEL RESERVATION INFORMATION?

The Financial Conference will be held from March 5-7 at the newly renovated Renaissance Nashville Hotel. Located in the heart of downtown Nashville, just minutes away from Music Row, shopping, dining and so much more!

Renaissance Nashville Hotel
611 Commerce Street
Nashville, TN 37203

Check-in: 3:00 pm | Checkout 11:00 am

Standard guest rooms rate are $249 per night plus 15.25% tax + $2.50 per room, per night and is subject to change without notice.

RESERVE YOUR ROOM EARLY!

MGMA has reserved a block of rooms until Monday, Feb. 10, or until sold out, whichever comes first. After this date, reservations at the group rate will be accepted on a space-available basis only. Please note: If the room block fills prior to the cut-off date, MGMA may not be able to procure more rooms at the group rate.

Click here for online reservations at the Renaissance Nashville Hotel.

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.

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

THE FINANCIAL CONFERENCE SOLUTION CENTER SCHEDULE:

THURSDAY, MARCH 5
10:00 am-3:00 pm | Exhibitor Move In
5:00-6:30 pm Welcome Reception | Solution Center

FRIDAY, MARCH 6
10:00 am-4:00 pm | Solution Center Hours
10:15-11:15 am Dedicated Solution Center Networking Time
12:15-1:15 pm Lunch in Solution Center
3:30-4:00 pm SnackTime | Networking in Solution Center
3:45-4:00 pm Friday Prize Drawing | MGMA Booth

SATURDAY, MARCH 7
8:30-10:00 am | Solution Center Hours:
8:30-10:00 am Conference Breakfast in Solution Center
9:50 am Final Prize Drawing | MGMA Booth
10:15 am-2:00 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:

SUSAN PAULIN SCHUBERT
Senior Manager
Corporate Relations
877.275.6462, ext. 1874
spschubert@mgma.com

DOUG COLLIER
Senior Account Manager
Corporate Relations
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dcollier@mgma.com

ERIN STARK
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estark@mgma.com

LINDSEY MEREDITH
Account Representative
877.275.6462, ext. 2081
lmeredith@mgma.com
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.

MGMA CORPORATE RELATIONS

VISIT: mgma.com/marketingsolutions
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