

# Sponsorship Spec Sheet

Prices Effective November 1, 2017 – December 31, 2019  
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## STATE CONFERENCE SPONSORSHIP

Registration Code	Sponsorship	Member Fee	NonMember Fee
301	Standard Exhibit Booth	\$ 1,100	\$ 1,430
302	Premium Exhibit Booth	\$ 1,500	\$ 1,950
303	Additional Representative	\$ 200	\$ 260
304	Breakfast Sponsor	\$ 500	\$ 650
305	Lunch Sponsor	\$ 750	\$ 975
306	Morning Refresher	\$ 300	\$ 390
307	Afternoon Refresher	\$ 650	\$ 845
308	Welcome Reception	\$ 250	\$ 325
309	Networking Reception	\$ 500	\$ 650
310	Conference Advertisement	\$ 110	\$ 143
		Member / Nonmember Fee	
311	Conference Advertisement - Inside Front Cover	\$ 240	
312	Conference Advertisement - Inside Back Cover	\$ 200	
313	Conference Advertisement - Back Cover	\$ 350	
314	Conference Advertisement - First Page	\$ 180	
315	General Session	\$ 900	
316	Keynote Session	\$ 2,000	
317	Breakout/Concurrent Session	\$ 500	
318	Lanyards	\$ 1,000	
319	Tote Bags	\$ 1,750	
320	Charging Station	\$ 500	

## SPONSORSHIP INCLUSIONS

**Standard Exhibit Booth** Includes complimentary registration and meals for one company representative, one six-foot table, one chair, electricity, WiFi, 50-word company description in the program guide and post-conference attendee list.

**Premium Exhibit Booth** Includes complimentary registration and meals for two company representatives, one six-foot table in a high-traffic area, two chairs, electricity, WiFi, 50-word company description in the program guide and post-conference attendee list.

**Additional Representative** Includes conference registration and meals for one additional company representative for a Standard Exhibit Booth [comes with one company representative] or a Premium Exhibit Booth [comes with two company representatives].

**Meal Sponsor** Includes company logo on placard.

**Reception Sponsor** Includes complimentary registration for one company representative to the sponsored reception and company name on placard.

**Conference Advertisement** Includes one full-page advertisement in the conference program guide. Specific placement is available for an additional fee.

**General Session Sponsorship** Includes complimentary registration for one company representative, a three-minute presentation to the session audience and company name in agenda.

New York Medical Group Management Association

EP II Suite 904, 11350 McCormick Road, Hunt Valley, MD, 21031 | 410.527.0780 | [Info@NewYorkMGMA.com](mailto:Info@NewYorkMGMA.com)

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**Keynote Session Sponsorship** Includes complimentary registration for one company representative, a five-minute presentation to the session audience and company name in agenda.

**Concurrent/Breakout Session Sponsorship** Includes one complimentary registration for one company representative, a two-minute presentation to the session audience and company name in program guide.

**Lanyards** Includes company name printed on lanyard.

**Tote Bags** Includes company logo in the printable area of the tote bag.

**Charging Station** Includes company logo on placard.

## CONFERENCE ADVERTISEMENT SPECIFICATIONS



Full page size W-5.25" x H-8.25"

Advertisements must be submitted in Four Color Process (CMYK). Ads that are submitted in RGB, Pantone Matching System, or other color process will be converted to CMYK. Colors will vary when converted, and New York MGNA will not be responsible for color variations. Logos or other line art should be vector based. If this is not possible, they should be saved at 1200 dpi at the size they are being used. (Note color requirements above). Photo images should be at least 300 dpi at the size it is being used. (note color requirements above) All fonts must be converted to outlines or curves. Advertisements may be submitted as Press Optimized PDF file, JPEG, or PNG.

## CONFERENCE SPONSORSHIP PACKAGES

Registration Code	Sponsorship	Member Fee	NonMember Fee
<b>600</b>	<b>Gold Sponsor – 4 Available</b>	<b>\$ 3,050</b>	<b>\$ 3,965</b>
302	Premium Exhibit Booth	\$ 1,500	\$ 1,950
304	Breakfast Sponsor	\$ 500	\$ 650
305	Lunch Sponsor	\$ 750	\$ 975
306	Morning Refresher	\$ 300	\$ 390
105	Website Listing – 1 Year	<b>Complimentary</b>	<b>Complimentary</b>

Registration Code	Sponsorship	Member Fee	NonMember Fee
<b>601</b>	<b>Silver Sponsor – 6 Available</b>	<b>\$ 2,110</b>	<b>\$ 2,743</b>
302	Premium Exhibit Booth	\$ 1,500	\$ 1,950
309	Networking Reception	\$ 500	\$ 650
310	Conference Advertisement	\$ 110	\$ 143
104	Website Listing – 6 Months	<b>Complimentary</b>	<b>Complimentary</b>

Registration Code	Sponsorship	Member Fee	NonMember Fee
<b>602</b>	<b>Bronze Sponsor – 6 Available</b>	<b>\$ 1,650</b>	<b>\$ 2,145</b>
301	Standard Exhibit Booth	\$ 1,100	\$ 1,430
306	Morning Refresher	\$ 300	\$ 390
308	Welcome Reception	\$ 250	\$ 325
104	Website Listing – 6 Months	<b>Complimentary</b>	<b>Complimentary</b>

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## LOCAL EVENT SPONSORSHIP

Registration Code	Sponsorship	Member Fee	NonMember Fee
201	Event Sponsor - Half Day	\$ 250	\$ 325
202	Event Sponsor - Full Day	\$ 400	\$ 520
		Member / Nonmember Fee	
203	Webinar Sponsor	\$ 500	

**Local Event Sponsor** Includes complimentary registration and meals for one company representative, one six-foot table, one chair, electricity, WiFi, logo on registration placard and post event conference attendee list.

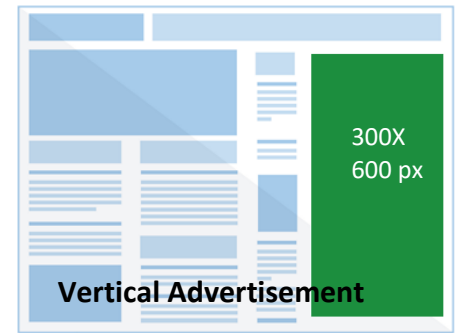
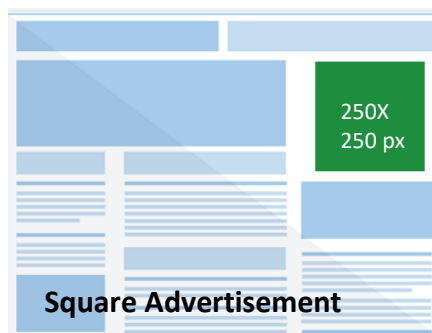
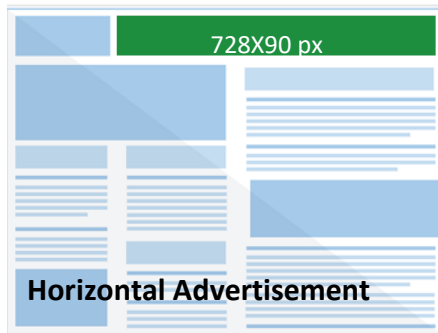
**Webinar Sponsor** Includes one [1] slide to be included at the start of the webinar with eight participating states.

## DIGITAL ADVERTISING – *The New York Beat e-Newsletter & Web Site*

Registration Code	Sponsorship	Member Fee	NonMember Fee
101	e-Newsletter Horizontal	\$ 100	\$ 130
102	e-Newsletter Square	\$ 150	\$ 195
103	e-Newsletter Vertical	\$ 250	\$ 325
104	6 Month Web Site Listing	\$ 100	\$ 130
105	1 Year Web Site Listing	\$ 170	\$ 221

**E-Newsletter Advertisement** – Email information to [Info@NewYorkMGMA.com](mailto:Info@NewYorkMGMA.com)

Publication dates are February, April, June, August, October and December. Ads due by the 15<sup>th</sup> of the month prior.



**6 Month & 1 Year Website Listing** – Email information to [Info@NewYorkMGMA.com](mailto:Info@NewYorkMGMA.com)

High-res company logo [JPEG, GIF, PNG], 50-word company description and link to website.

**NOTE:** An advertisement does not include 24/7 access to the e-Newsletter, as this is a member benefit. A nonmember company which advertises in the e-Newsletter will receive a link to a temporary copy of the e-Newsletter.

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## THE VALUE OF MEMBERSHIP FOR CORPORATE PARTNERS

- ✓ Access to medical practice leaders and decision-makers
- ✓ Access to state leaders and volunteers
- ✓ Discounted sponsorship rates
- ✓ Inclusion in the online Directory
- ✓ *Plus...*all other member benefits

## OUR MEMBERS...

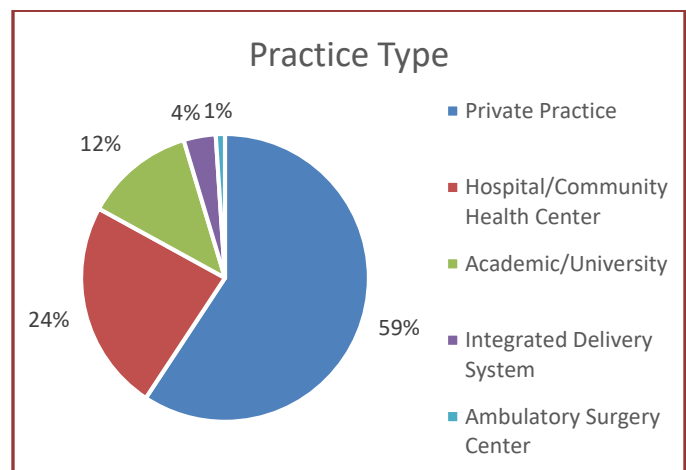
Are decision-makers in 74% of their practices.

Administrator/Practice Administrator	35%
Director/Executive Director	19%
Manager/Assistant Manager	17%
Other Related Position	9%
CEO/COO/CFO/CIO	15%
Vice President	5%



Span the state's vast geography.

Adirondack	5%
Buffalo	14%
Central	23%
Metro	16%
NE/Albany	21%
Rochester	20%



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November 1, 2017

***And...Represent over 8,000 physicians, with more than half in private practice.***