

### **BIG Opportunities to be seen by over 100 leaders at the Medical Practice Leaders Conference**

*Turning Stone Resort & Casino, Event Center ~ Verona, NY*

### **Increase your Exposure!**

The Medical Practice Leaders Conference is your unique opportunity to increase visibility for your company and to cultivate and enhance one-on-one business relationships with healthcare decision-makers.

There are four types of sponsorships – *choose which best fits into your marketing strategy and budget.*

1. **Networking Events:** As a reception sponsor, you can attend the reception event and network with attendees outside the educational setting – with your company logo displayed throughout the event.
2. **Exhibit Hall:** Have one-on-one discussions with existing and potential clients as an exhibit booth sponsor. Conduct a demo, handout promotional materials, and even hold a door prize for visitors.
3. **Education Sessions:** As an education session sponsor, you will have the opportunity to present to the session audience and share your company's message.
4. **Conference Services:** Put your company name and logo in front of every conference attendee.

#### **Or Choose a package with a mix of sponsorships!**

Why limit yourself to one sponsorship when you can choose a Package with a mix of sponsorships!

#### **To purchase your sponsorship today:**

Contact the New York MGMA Office 410-527-0780 [info@NewYorkMGMA.com](mailto:info@NewYorkMGMA.com)

OR visit the New York MGMA website: [www.newyorkmgma.com/event-3161635](http://www.newyorkmgma.com/event-3161635)

## NETWORKING EVENTS SPONSORSHIP

Registration Code	Sponsorship	Member Fee	NonMember Fee
308	Welcome Reception - Wednesday, June 26, 2019	\$ 600	\$ 750
Benefits of the sponsorship include: <ul style="list-style-type: none"> <li>• Opportunity for one company representative to engage with attendees at the Welcome Reception</li> <li>• Company logo on placard</li> <li>• Listing in program guide</li> </ul>			
309	Networking Reception - Thursday, June 27, 2019	\$ 600	\$ 750
Benefits of the sponsorship include: <ul style="list-style-type: none"> <li>• Opportunity for one company representative to engage with attendees at the Networking Reception</li> <li>• Company logo on placard</li> <li>• Listing in program guide</li> </ul>			

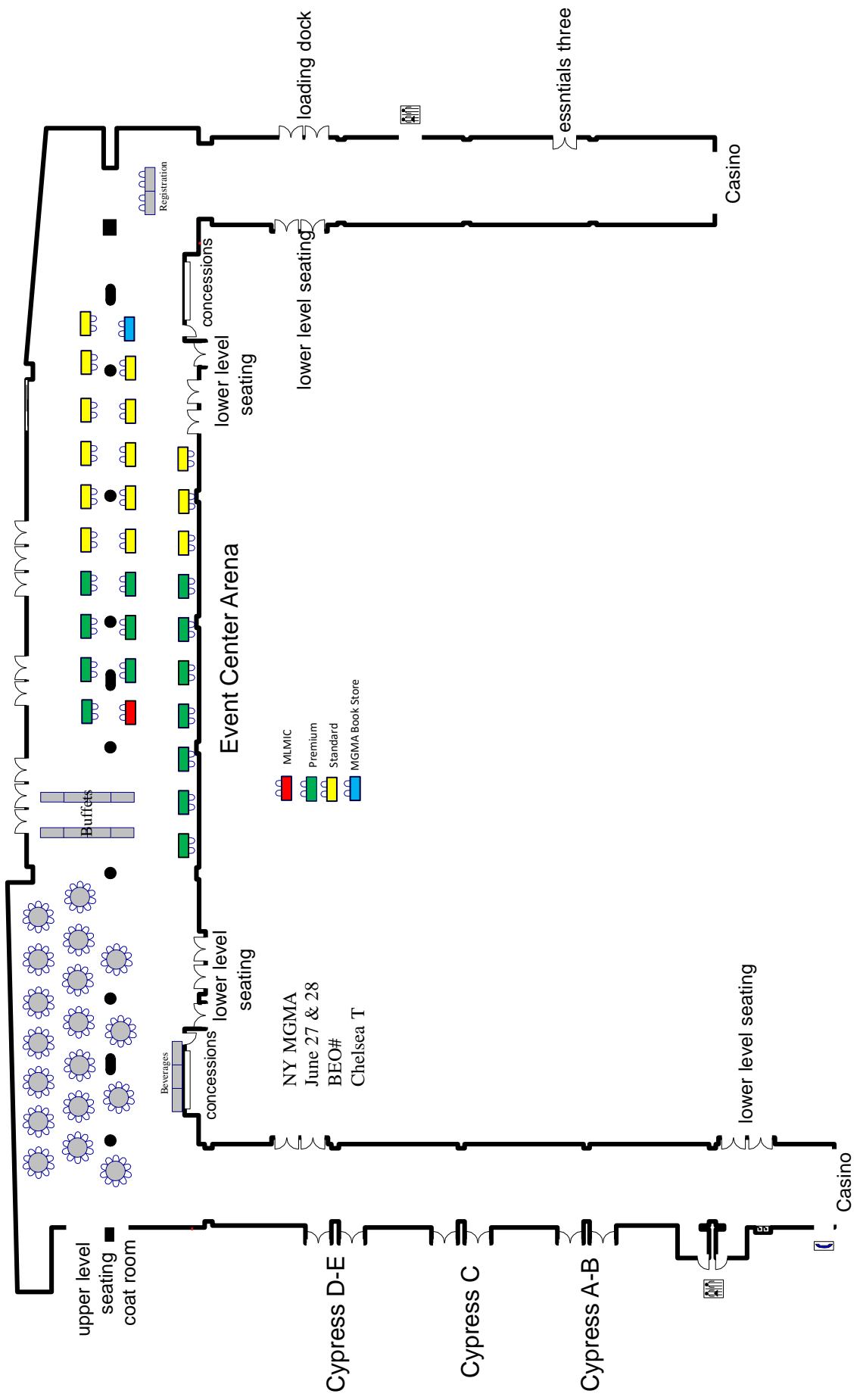
## EXHIBIT HALL SPONSORSHIP

**The Exhibit Hall is open on Thursday, June 27, 2019**

Registration Code	Sponsorship	Member Fee	NonMember Fee
<i>All meals and refreshers are served in the Exhibit Hall, keeping attendees in the room to provide terrific exposure for your company. See Page 3 for the Exhibit Hall Layout.</i>			
301	Standard Exhibit Booth	\$ 1,320	\$ 1,650
Benefits of the sponsorship include: <ul style="list-style-type: none"> <li>• One complimentary conference day registration with meals for company representative</li> <li>• One six-foot skirted table; one chair</li> <li>• Complimentary Wi-Fi and electricity in the Exhibit Hall</li> <li>• Company listing with 50-word description in the program guide</li> <li>• Company logo listed on the Sponsor Passport</li> <li>• One pre- and post-conference attendee list</li> <li>• Opportunity to distribute a giveaway item (provided by the sponsor) during the Sponsor Passport Giveaway</li> </ul>			
302	Premium Exhibit Booth	\$ 1,800	\$ 2,250
Benefits of the sponsorship include: <ul style="list-style-type: none"> <li>• <i>Everything included in the Standard Exhibit Booth Sponsorship plus...</i></li> <li>• Two complimentary conference day registrations with meals for company representatives</li> <li>• Booth placed in a high traffic location</li> </ul>			
303	Additional Representative	\$ 240	\$ 300
Includes conference day registration with meals for a company representative. <i>NOTE: A Standard Exhibit Booth includes one company representative and a Premium Exhibit Booth includes two company representatives</i>			



# Event Hall Prefunction



## EDUCATION SESSIONS SPONSORSHIP

Registration Code	Sponsorship	Member / NonMember Fee
315	General Session	\$ 960
Benefits of the sponsorship include: <ul style="list-style-type: none"> <li>Opportunity for one company representative to offer a 3-5 minute presentation to the session audience</li> <li>Opportunity for one company representative to greet attendees at the Summit</li> <li>Listing in the program guide</li> </ul>		
316	Keynote Session	\$ 2,400
Benefits of the sponsorship include: <ul style="list-style-type: none"> <li>Opportunity for one company representative to offer a 5-7 minute presentation to the session audience</li> <li>Company Logo displayed in the session room</li> <li>Opportunity for one company representative to attend the Summit</li> <li>Listing in the program guide</li> </ul>		
317	Breakout Session	\$ 600
Benefits of the sponsorship include: <ul style="list-style-type: none"> <li>Opportunity for one company representative to offer a 2-4 minute presentation to the session audience</li> <li>Opportunity for one company representative to attend the Summit</li> <li>Listing in the program guide</li> </ul>		

## CONFERENCE SERVICES SPONSORSHIP

Registration Code	Sponsorship	Member Fee	NonMember Fee
304	Breakfast Sponsor	\$ 480	\$ 600
Benefits of the sponsorship include: Company logo on a placard and listing in the program guide			
305	Lunch Sponsor	\$ 480	\$ 600
Benefits of the sponsorship include: Company logo on a placard and listing in the program guide			
306	Morning Refresher	\$ 480	\$ 600
Benefits of the sponsorship include: Company logo on a placard and listing in the program guide			
307	Afternoon Refresher	\$ 480	\$ 600
Benefits of the sponsorship include: Company logo on a placard and listing in the program guide			
		Member / NonMember Fee	
318	Lanyard	\$1,200	
Benefits of the sponsorship include: Company name in the printable area of the lanyard			
319	Tote Bag	\$1,980	
Benefits of the sponsorship include: Company logo in the printable area of the tote bag			
320	Charging Station	\$480	
Benefits of the sponsorship include: Company logo on placard			

**CONFERENCE SERVICES SPONSORSHIP CONT.**

<b>Program Guide Advertisements</b>			
Full-page, full-color advertisements (5.5 in. x 7.5 in. with bleed: 6 in. x 8 in.). Ads due by Friday, May 17, 2019.			
		<b>Member Fee</b>	<b>NonMember Fee</b>
310	Standard Program Guide Ad.	\$ 132	\$ 165
		<b>Member / NonMember Fee</b>	
311	Inside Front Cover Program Guide Ad.	\$ 252	
312	Inside Back Cover Program Guide Ad.	\$ 240	
313	Back Covered Program Guide Ad.	\$ 396	
314	First Page Program Guide Ad.	\$ 216	

**CONFERENCE SPONSORSHIP PACKAGES**

<b>Registration Code</b>	<b>Sponsorship</b>	<b>Member Fee</b>	<b>NonMember Fee</b>
<b>600</b>	<b>Gold Sponsor – 4 Available</b>	<b>\$ 3,000</b>	<b>\$ 3,600</b>
Benefits of the sponsorship include: <ul style="list-style-type: none"> <li>• One Premium Exhibit Booth</li> <li>• A total of two conference registrations with meals for company representatives</li> <li>• Sponsorship of the Networking Reception</li> <li>• Sponsorship of a Concurrent Session</li> <li>• PLUS one year website listing</li> </ul>			
<b>601</b>	<b>Silver Sponsor – 4 Available</b>	<b>\$ 2,532</b>	<b>\$ 3,165</b>
Benefits of the sponsorship include: <ul style="list-style-type: none"> <li>• One Premium Exhibit Booth</li> <li>• A total of two conference registrations with meals for company representatives</li> <li>• Sponsorship of the Welcome Reception</li> <li>• One full-page Conference Advertisement</li> <li>• PLUS six months website listing</li> </ul>			
<b>602</b>	<b>Bronze Sponsor – 4 Available</b>	<b>\$ 1,800</b>	<b>\$ 2,250</b>
Benefits of the sponsorship include: <ul style="list-style-type: none"> <li>• One Standard Exhibit Booth</li> <li>• One complimentary conference registration with meals for company representative</li> <li>• Sponsorship of the Morning Refresher</li> <li>• PLUS six months website listing</li> </ul>			

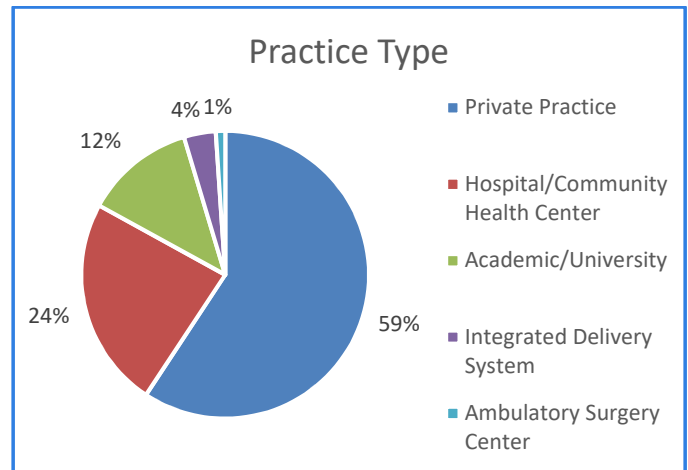
**THE VALUE OF MEMBERSHIP FOR CORPORATE PARTNERS**

- ✓ 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...**

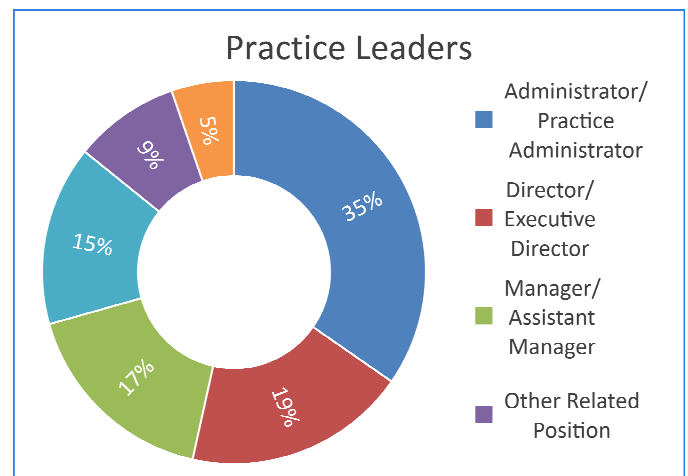
**Represent over 7,500 physicians, with over two-thirds in private practice.**

16 or more physicians	47%
1-5 physicians	27%
6-10 physicians	20%
11-15 physicians	7%



**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%