

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

OR visit the New York MGMA website: www.newyorkmgma.com/event-3499555

NETWORKING EVENTS SPONSORSHIP

Registration Code	Sponsorship	Member Fee	NonMember Fee
308	Welcome Reception - Wednesday, June 24, 2020	\$ 600	\$ 750
Benefits of the sponsorship include: <ul style="list-style-type: none"> • Opportunity for one company representative to engage with attendees at the Welcome Reception • Company logo on placard • Listing in program guide 			
309	Networking Reception - Thursday, June 25, 2020	\$ 600	\$ 750
Benefits of the sponsorship include: <ul style="list-style-type: none"> • Opportunity for one company representative to engage with attendees at the Networking Reception • Company logo on placard • Listing in program guide 			

EXHIBIT HALL SPONSORSHIP

The Exhibit Hall is open on Thursday, June 25, 2020

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"> • One complimentary conference day registration with meals for company representative • One six-foot skirted table; one chair • Complimentary Wi-Fi and electricity in the Exhibit Hall • Company listing with 50-word description in the program guide • Company logo listed on the Sponsor Passport • One pre- and post-conference attendee list • Opportunity to distribute a giveaway item (provided by the sponsor) during the Sponsor Passport Giveaway 			
302	Premium Exhibit Booth	\$ 1,800	\$ 2,250
Benefits of the sponsorship include: <ul style="list-style-type: none"> • <i>Everything included in the Standard Exhibit Booth Sponsorship plus...</i> • Two complimentary conference day registrations with meals for company representatives • Booth placed in a high traffic location 			
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>			

EDUCATION SESSIONS SPONSORSHIP

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

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.

Program Guide Advertisements

Full-page, full-color advertisements (5.5 in. x 7.5 in. with bleed: 6 in. x 8 in.). Ads due by Friday, June 4, 2020.

		Member Fee	NonMember Fee
310	Standard Program Guide Ad.	\$ 132	\$ 165
		Member / NonMember Fee	
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

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

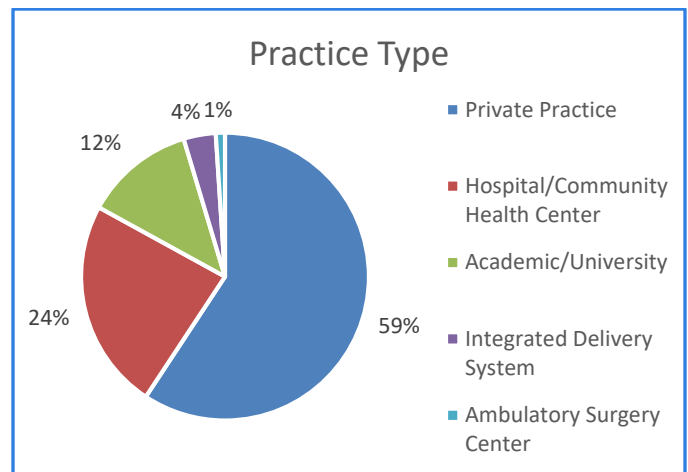
THE VALUE OF MEMBERSHIP FOR CORPORATE PARTNERS

- ✓ 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%