



MGMVA®
MARYLAND

ADVANCING LEADERS,
ADVANCING PRACTICES

SPONSORSHIP PROSPECTUS

MARYLAND MGMA

Maryland MGMA is comprised of 400+ members representing over 5,000 physicians. Our members work in a wide range of practice settings, such as: private practice, academic and hospital practice, and integrated delivery systems. Of our medical practice membership, a large percentage serve in a leadership position within their medical practice, including:

- 33.5% Administrator/Practice Administrator
- 24.6% Manager/Assistant Manager
- 14.6% Director/Executive Director
- 5.0% COO/CFO/CIOAs
- 4.7% President/CEO

MD MGMA is a recognized resource for improving the performance of medical practice management professionals using education, collaboration, advocacy, and leadership to inspire innovative, effective, and economical management processes.

MD MGMA EVENTS

VISABILITY | REACH | OPPORTUNITY

As the leading professional organization in Maryland representing Medical Group practices, MD MGMA is uniquely positioned to provide wide-range visibility to our event supporters and advertisers.

In addition to our in person events, MD MGMA collaborates with other surrounding state MGMA organizations on our webinar series, further expanding potential customer contacts.



SPONSORSHIP & ADVERTISING

Sponsorship with the Maryland MGMA is simply a terrific opportunity to get your logo, products and/or services in front of your target customer. As a professional association with over 30 years of experience, Maryland MGMA offers the education, tools, resources and networking opportunities in order to enhance and develop those who serve in the administration of the medical practice. The Maryland MGMA membership:

- Represents decision-makers employed by multi- and single-specialty medical practices, health systems, and many other healthcare delivery organizations
- Is comprised of largely Managers, Administrators and Director/Executive Directors (over 70%)
- Represents more than 5,000 physicians in the Maryland/D.C. Metro area

The Maryland MGMA Corporate Sponsor program was developed in partnership with medical practice vendors to address the need for you to reach and engage your target audience. The 2018 Corporate Sponsorship and Advertising options below outline the many marketing opportunities for you to garner face-to-face and online exposure to a dynamic, powerful pool of individuals in Maryland's healthcare industry. There are annual packages or a la carte options to fit your budget and needs.

Please email or call Jennifer Thornton at 443.966.3875 x151 with questions. We can help you find the advertising that is right for you!



CORPORATE SPONSORSHIP PACKAGES

These annual packages provide the best value and exposure by combining several different avenues for marketing your products/ services to the Maryland MGMA audience throughout the year. These packages run for 12 months and include state conference exhibits and many other options from the a la carte list.

DIAMOND PACKAGE \$11,750.00 (VALUED AT \$13,200.00)

- One year back cover MediNews ad
- One year linked company logo on website w/ 50-word description
- One month website sponsor of the month
- One-time use of member mailing list
- Sponsorship of volunteer recognition dinner with registration for 2 company representatives
- One premium exhibit table at the Annual State Conference with 3 representatives
- Place up to 3 items in the Annual State Conference tote bags
- Company logo on tote bags (Rep. may also distribute)
- Sponsorship of one keynote presentation with 5 minute presentation by company rep.
- Ad on back cover of Annual State Conference program guide
- One monthly education sponsorship (in-person)
- One webinar sponsorship
- Free table at Payer Day(s)

GOLD PACKAGE \$7,400.00

(VALUED AT \$8,650.00)

- One year inside back or inside front cover MediNews ad
- One year linked company logo on website w/ 50-word description
- One month website sponsor of the month
- Sponsorship of volunteer recognition dinner with registration for 2 company representatives
- One premium exhibit table at the Annual State Conference with 3 representatives
- Place up to 2 items in the Annual State Conference tote bags
- Company logo on Annual State Conference lanyards
- Ad on inside front or inside back cover of Annual State Conference program guide
- One monthly education sponsorship (in-person)
- One webinar sponsorship
- Free table at Payer Day(s)

SILVER PACKAGE \$5,500.00

(VALUED AT \$6,250.00)

- One year full page MediNews ad
- One year linked company logo on website w/ 50-word description
- One month website sponsor of the month
- Sponsorship of volunteer recognition dinner with registration for 2 company representatives
- One premium exhibit table at the Annual State Conference with 3 representatives
- Place up 1 item in the Annual State Conference tote bags
- One full page ad in the Annual State Conference program guide
- One monthly education sponsorship (in-person)
- One webinar sponsorship
- Free table at Payer Day(s)

BRONZE PACKAGE \$2,400.00

(VALUED AT \$2,650.00)

- One year quarter page MediNews ad
- One year linked company logo on website w/ 50-word description
- One premium exhibit table at the Annual State Conference with 2 representatives
- One full page ad in the Annual State Conference program guide

ANNUAL STATE CONFERENCE EXHIBITING & SPONSORSHIP

Our annual state conference with exhibitors will be held on October 11, 2018 at Maryland Live Casino Hotel. The event draws over 200 attendees and features 40 exhibit booths and lots of options for additional sponsorship, including advertising in the conference attendee program

EXHIBIT BOOTHS	PREMIUM	STANDARD
By May 1, 2018	\$1,300.00	\$1,100.00
After May 1, 2018	\$1,500.00	\$1,300.00

PREMIUM EXHIBIT BOOTH INCLUDES

- Standard exhibit booth benefits listed below
- registration/meals for two [2] company representatives
- half-page ad in the conference program guide
- one time use of our mailing list for pre-conference promotion.

STANDARD EXHIBIT BOOTH

- 8' x 10'[pipe and drape] with a
- six foot table,
- one chair,
- electrical outlet,
- internet connection,
- meals for one [1] company representative
- company description in the conference guide (up to 50 words)
- company name on web site

EXTRA EXHIBIT REPRESENTATIVE: \$150



ADDITIONAL OPPORTUNITIES

Keynote Sponsor: \$3,000

The keynote sponsorship includes a five-minute presentation by a company rep in main session prior to keynote speaker, full-page ad in conference program guide, and registration for two [2] company representatives.

Conference souvenir

Wine Glass Sponsor: \$1,500

Sponsorship includes company logo in the printable area of the Glass to all conference attendees, full page ad in the conference program guide, and registration for one representative. This is included in the Diamond sponsor package, but may be available a la cart if no Diamond Sponsor is secured.

Concurrent Session sponsors: \$400

Sponsorship includes company name listed in agenda and 3 minute presentation to session audience, distribution of marketing material in the concurrent session room.

Lanyard sponsor: \$1,000

Sponsorship will include Maryland MGMA and company name displayed on lanyards, a half page ad in the conference program, and registration for one representative. This is included in a the Gold Sponsor package, but may be available a la cart if no Gold Sponsor is secured.

Breakfast Sponsor: \$500.00 (multiple)

Includes signage at beverage stations, full-page ad in conference program guide, and registration for one [1] representative.

Lunch (Main) Sponsor: \$500 (multiple)

Includes signage at main lunch, full-page ad in program guide, and registration for two [2] company representatives.

Dessert Break Sponsor: \$500

Includes signage at break and half-page ad in conference program.

Charging Station Sponsor: \$750

Includes signage at break and half-page ad in conference program.

CONFERENCE PROGRAM GUIDE ADVERTISING OPTIONS

In addition to the included company description paragraph in the program guide, you have the following advertisement options:

- Full Page Advertisement: \$250
- Half Page Advertisement: \$175
- First Page Advertisement: \$300
- Inside Back Cover Advertisement: \$400
- Inside Front Cover Advertisement: \$400
- Back Cover Advertisement: \$500

MONTHLY PROGRAM SPONSORSHIPS

Maryland MGMA offers a few in-person practice management education events and webinars throughout the year. These are a good way to get some face-to-face time with your potential clients. Webinars are also archived for members to access at a later date. We are also featuring two Payer Days in 2017 - one on May 19 in Towson and another on November 3 in Annapolis. These half-day sessions draw coders and billers for payer updates and education.

Webinars \$250 (\$150 for Affiliate Members of Maryland MGMA)

Includes company name on website and email promotion, Company representative intro prior to session, and 1/4page ad in mediNews

In-Person Education Event \$250

Includes Company name on website and email promotion, Company recognition at event, 1/4 page ad in MediNews

Networking Events \$350

Includes Company name on website and email promotions, recognition at event, registration for two company representatives at event, welcome remarks



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WORK
TOGETHER**

CareFirst 

 Medicare

 UnitedHealthcare®

 Cigna®

PAYOR DAY

Maryland MGMA holds two payor days annually. Our events are jam packed with information related to payor updates, legislative updates, and the opportunity to hear directly from some of our top carriers in the region. This is a very well attended event, normally attracting 100 plus attendees. The majority of the attendees are members who are involved with billing, coding and general practices management. This is a half day event with lots of opportunity for one on one Interactions with the attendees, before, during, and after the event. There is limited space at these two events and registration is on a first come first serve basis. **Silver**, **Gold**, and **Platinum** sponsors are guaranteed a table at both events, included in their package.

PAYOR DAY (2 ANNUALLY)

Payer Day Breakfast \$750

Includes company signage at breakfast tables, company listing on website and promotions, attend list, company remarks at program

Payer Day – Gold \$2,000

Includes Table at event, preferred speaking time, Attendee list, exhibit table at annual state conference, and full page ad in annual state conference program

Payer Day – Silver \$500

Includes table at event, preferred speaking time, and attendee list

Payer Day – Bronze \$150

Includes attendee list

MEDINEWS, WEBSITE & MISC. ADVERTISING

Maryland MGMA's bi-monthly newsletter, MediNews, is distributed to over 400 members of the association. Three issues are in print and three are electronic. All issues are archived for members in a the member-only resource area. Ad deadlines for 2017 are: 1/17, 3/21, 5/16, 7/18, 10/5, and 11/28.

We offer affordable advertising on our website as well where you can link directly to your company site or a specific page targeted to the Maryland MGMA audience.

MediNews—Bi-Monthly Newsletter:

LOCATION	BACK COVER	INSIDE COVER	FIRST FULL PAGE	FULL PAGE	HALF PAGE	QUARTER PAGE
SIZE			*W-7.75" x H-9.75"	*W-7.75" x H-9.75"	Horizontal W-7.75" x H-4.75" Vertical W-3.75" x H-9.75"	*W-3.75" x H-4.75"
PRICE	\$500	\$475	\$400	\$350	\$225	\$150



MGMA[®]
MARYLAND

**CONTACT MARYLAND MGMA
TODAY TO PARTICIPATE**

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