

# MOMENTUM2019

Building Better. Together.



MGMA LOUISIANA | MGMA MISSISSIPPI  
SOUTHERN SUMMER CONFERENCE

August 21-23, 2019

The Roosevelt, New Orleans

**MGMA**<sup>®</sup>  
LOUISIANA

**MGMA**<sup>®</sup>  
MISSISSIPPI

**EXHIBITOR & SPONSOR PROSPECTUS**



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Make a statement by aligning your company with our organization. By becoming an Affiliate Member you also reap the unique benefits of networking access, industry news and information, and discounts on events. Being an Affiliate Member in our organization is not just a title; it's a pathway to success. Annual dues are \$225.

## **Affiliate Member Benefits:**

- Access to online membership database *\*see usage guidelines below*
- Discounted exhibit space fee at annual conference (\$1,400 members, \$1,650 non-members)
- Eligible to participate in state Call for Speakers for annual conference and local chapter meetings
- Listing in affiliate directory, searchable by product/service to members
- Special listing in our annual conference program booklet
- Free monthly webinars
- Quarterly Newsletter (advertisement space available to affiliate members at an additional cost)

## **ADVERTISING OPPORTUNITIES:**

Each quarter, we put together a newsletter full of articles from our board members and other sources and email it to our medical practice professionals. The newsletters are archived on our website and are available for our members and guests to view online.

Advertising space may be purchased in this quarterly newsletter and prices vary by ad size and the number of issues. In addition, we have Website Sponsorships available which will give members a link directly from our site to yours. This is part of the MGMA-LA Sponsorship program, which also offers other additional benefits. Please consider supporting our chapter by advertising in one or more of these member communications.

*The Louisiana Lagniappe* is our full-color publication which consists of articles by our board and committee members as well as timely educational articles from industry sources. The quarterly newsletter is electronically delivered to our entire membership roster, currently over 250 practice administrators across the state, around the below dates of publication. The newsletter is also archived on our website for our members or other interested parties to access the information. Ads will be full-color.

## **PRICE PER ISSUE:**

- Full Page Ad \$750/issue or \$2500 for 4 issues
- Half Page Ad \$400/issue or \$1350 for 4 issues
- Quarter Page Ad \$250/issue or \$900 for 4 issues  
*(You must pre-pay all four ads, to receive the 4 issue discount.)*

## **DATES OF PUBLICATION:**

### **AD RECEIPT AND PAYMENT DEADLINE:**

- Winter (January) December 15
- Spring (April) March 15
- Summer (July) June 15
- Fall (October) September 15

### **ACCEPTABLE AD FORMATS:** pdf, .jpg, .tif

### **AD SIZES:**

- Full Page Ad 8" w x 10.5" h
- Half Page Ad 8" w x 4.75" h
- Quarter Page Ad 4" w x 4.75" h

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### THE EVENT

The MGMA-Louisiana MGMA-Mississippi Southern Summer Conference offers both general sessions and breakout sessions for practice administrators and medical group managers throughout Louisiana and Mississippi. It features top-notch speakers and materials, along with valuable networking opportunities. Participants will be updated on future trends and projected changes in healthcare delivery and their potential impact on physician practices. Plan to participate in this unique southern event with an opportunity to reach TWO state MGMA memberships at one conference.

### The Attendees

Attendee demographics are diverse and comprised of decision-makers and leaders including administrators, managers, supervisors, faculty, students and other healthcare professionals representing practices of all sizes and specialties. These practices can range from solo, ground and rural practices to university-based practices and multi-specialty clinics.

### Networking

While the meeting will be packed with valuable and entertaining presentations, the on-site meal functions and networking breaks will provide an all-too-rare opportunity for attendees to catch-up with old acquaintances and make new ones. The two breakfasts, three networking breaks, and a welcome reception will be held in the exhibit area, while the luncheon will be enjoyed in the neighboring ballroom. Everyone appreciates the food and fellowship associated with these events. Exhibitors are encouraged to attend the meals and receptions with our conference attendees for additional networking time and exposure.

### Exhibit Hall

8' x 10' booths will be available. Booths include full pipe and drape, a 6' draped table, signage, two chairs, and a wastebasket. Booth fee includes two company representatives. Additional representatives may participate for an additional charge. Your booth fee also includes a pre and post conference attendee list in Excel format. All exhibit spaces are assigned on a first-come, first-serve basis with priority given to Conference Sponsors.

### Meeting Opportunities

You have several options to consider in our 2019 Conference. We encourage you to look at the inclusive Diamond, Platinum, Gold, Silver and Bronze sponsorship packages to maximize your participation and interaction with MGMA-Louisiana and MGMA-Mississippi. The Exhibitor Package option also offers many valuable opportunities for your company to network with our members.

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## Exhibits

### Exhibit Fees and Payment

\$1,400 for affiliate members

\$1,650 for non-members

**Take advantage of our early bird special!**

\$100 discount if payment is received by April 15, 2019.

### Your Fee Includes

8x10 pipe/drape booth, two booth representatives, one draped table, two chairs, wastebasket, and ID sign. Exhibitors shall not sublet, assign, or share their booth space with any other company.

### Face Time with Participants

Exhibitors are part of the conference schedule of events: two continental breakfasts, one lunch, Kick-Off Party in the Exhibit Hall, three breaks, and the social activity on Thursday night.

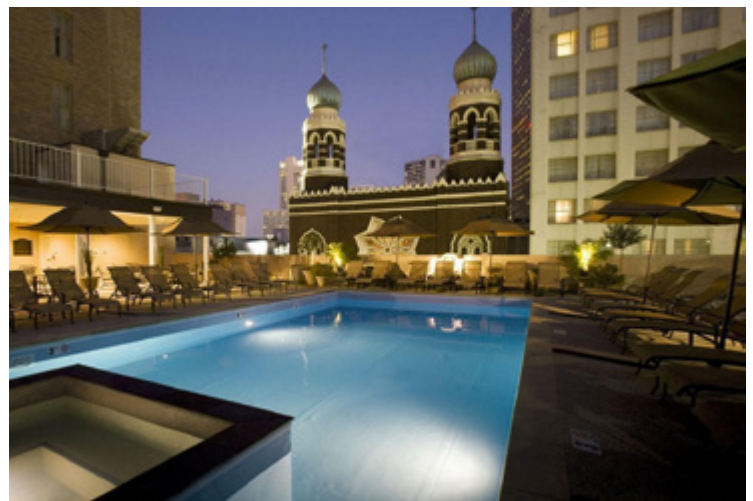
Additional Representatives can register for the conference for a fee of **\$250** each. If your booth reps are working in shifts with only two persons at any one time, additional payment is not necessary unless you wish to send additional representatives to attend any of the conference functions.

Exhibit Fees & Payment Applications must be submitted with payment IN FULL for space rental charges. Applications received without such payment will not be processed, nor will space assignments be made. The booth rental fee is \$1,400 members, \$1,650 non-members. Take advantage of our Early Bird Special! Companies will receive a \$100 discount if payment is received by **April 15, 2019**.

To apply for an exhibit space, please complete the application form and mail, with your payment, to MGMA- Louisiana, 1527 Gause Boulevard, #105, Slidell, LA 70458. Your company name, as listed on the contract, will be used for your booth sign and program listing.

### Cancellation Policy

A cancellation fee of **\$350** per booth will be charged to exhibitors who cancel prior to **Friday, June 7, 2019**. Cancellation after **Friday, June 7, 2019** or failure to occupy space obligates the exhibitor to full payment and MGMA-Louisiana reserves the right to re-sell the booth space.



# MGMA LOUISIANA | MGMA MISSISSIPPI

## SOUTHERN SUMMER CONFERENCE

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### SPONSORSHIP LEVELS

#### Diamond \$10,000

- Five complimentary affiliate memberships
- Three complimentary conference registrations to all events and sessions
- Complimentary exhibitor booth
- Opportunity to welcome & address conference attendees
- Three complimentary banner ads in MGMA-Louisiana E-Newsletter
- Complimentary full page ad in the MGMA-Louisiana Final Program
- Recognition with logo on website for one year
- Use of MGMA-Louisiana sponsor level in company promotions (must be approved by MGMA-Louisiana office before printing)
- General Session sponsorship at the Annual Conference (\$1,500 value)
- Recognition in all printed materials promoting the Annual Conference, including signage
- Pre and Post Conference list of attendees
- 25% discount on Custom Sponsorship opportunity
- Choice of booth space
- Company Name and Contact Info on Website
- Sponsor Designation on Badge

#### PLATINUM \$7,000

- Four complimentary affiliate memberships
- Three complimentary conference registrations to all events and sessions
- Complimentary exhibitor booth
- Complimentary half page ad in the MGMA-Louisiana Final Program
- Opportunity to welcome & address conference attendees
- Two complimentary banner ads in the MGMA-Louisiana E-Newsletter
- Recognition with logo on website for one year
- Use of MGMA-Louisiana sponsor level in company promotions (must be approved by MGMA-Louisiana office before printing)
- Recognition in all printed materials promoting the Annual Conference, including signage
- Pre and Post Conference list of attendees
- 20% discount on Custom Sponsorship opportunity
- Choice of booth space
- Company Name and Contact Info on Website
- Sponsor Designation on Badge

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### SPONSORSHIP LEVELS

#### GOLD \$5,000

- Five complimentary affiliate memberships
- Three complimentary conference registrations to all events and sessions
- Complimentary exhibitor booth
- Opportunity to welcome & address conference attendees
- Three complimentary banner ads in MGMA-Louisiana E-Newsletter
- Complimentary full page ad in the MGMA-Louisiana Final Program
- Recognition with logo on website for one year
- Use of MGMA-Louisiana sponsor level in company promotions (must be approved by MGMA-Louisiana office before printing)
- General Session sponsorship at the Annual Conference (\$1,500 value)
- Recognition in all printed materials promoting the Annual Conference, including signage
- Pre and Post Conference list of attendees
- 25% discount on Custom Sponsorship opportunity
- Choice of booth space
- Company Name and Contact Info on Website
- Sponsor Designation on Badge

#### SILVER \$3,000

- Two complimentary affiliate memberships
- Two complimentary conference registrations to all events and sessions
- Complimentary exhibitor booth
- Recognition from the conference podium
- One complimentary banner ad in the MGMA-Louisiana E-newsletter
- Recognition with logo on website for one year
- Use of MGMA-Louisiana sponsor level in company promotions (must be approved by MGMA-Louisiana office before printing)
- Recognition in all printed materials promoting the Annual Conference, including signage
- Pre and Post Conference list of attendees
- 15% discount on Custom Sponsorship opportunity
- Company Name and Contact Info on Website
- Sponsor Designation on Badge

#### BRONZE \$1,500

- One complimentary affiliate membership and conference registration to all events and sessions
- 15% discount on exhibit space fee
- Recognition from the conference podium
- Listing in the MGMA-Louisiana E-Newsletter
- Recognition in all printed materials promoting the Annual Conference, including signage
- Pre and Post Conference list of attendees
- 10% discount on Custom Sponsorship opportunity
- Company Name and Contact Info on Website
- Sponsor Designation on Badge

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## Custom AND Event Sponsorship

For increased exposure and impact, take advantage of one of the following opportunities for the MGMA-Louisiana MGMA-Mississippi Southern Summer Conference Select from the list below or if you want to get creative, give us a call to discuss other opportunities. *Please note: sponsorships are available on a first-come, first-served basis.*

### Your Sponsorship includes:

- Company name and logo on conference item
- Recognition in the Final Conference Program
- Event poster displaying event sponsors
- Company listing on MGMA-Louisiana MGMA-Mississippi website, [www.LMGMA.org](http://www.LMGMA.org)

### Sponsorship Deadline

All sponsors must submit their company logos to Kristina Romero at [kristina@m3solutionsllc.com](mailto:kristina@m3solutionsllc.com) by **May 15, 2019**. If the artwork is not received by the above deadline, only the sponsor's company name will be placed on the appropriate conference item and signage. All sponsors must submit their company logos in vector artwork.

### Wi-Fi Sponsor | \$3,000

Provide Wi-Fi to all conference attendees. A special code will be created that each attendee will need to access the internet...attendees will pick this code up from your exhibit booth!

### Conference Bag | \$2,500

Your company name and logo will be on the bag that is given to every attendee. Your company will also be allowed to place a one-page flyer or brochure in the bag.

### Name Badge Pouches | \$1,500

An opportunity for constant recognition with your company logo on name badge pouches used by attendees.



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### Audio Visual Sponsorship | \$1,250

Sponsor audio visual equipment for the General Session Speakers and/or the Breakout Session(s).

### Hotel Key Cards | \$2,500

Put your company logo on the room keys and directly into the attendees' hands.

*\*Refers to the cost of the hotel producing the keys.*

### Lanyards | \$1,200

Put your company's name in the hands of conference participants as they register by providing badge lanyards to attendees. It's a great marketing tool to encourage attendees to visit your booth!

### Water Bottle | \$1,500

Your logo imprinted on 150 20 oz plastic bottles distributed to all attendees. This includes a one color imprint.

### Blanket Scarf | \$1,500

The biggest complaint from conference attendees is that the meeting space is always SO COLD! Keep our attendees warm with a blanket scarf imprinted with your logo!

### Multimedia Ad | \$150

Highlight your company by placing an advertisement on our multimedia monitor that will be located by the registration desk. The ads will continuously loop throughout the conference.

### Stuffers | \$450

We insert your literature/advertising in the attendees' packets they receive at registration. This level offers an opportunity to those who cannot attend the conference but would like to share their information with registrants.

### Customize and Get Creative!

Towels, portfolios, laptop sleeves and more! Get Creative!  
Contact Kristina with your ideas at [admin@imgma.org](mailto:admin@imgma.org)

# Education Sponsorship

## Your Education Sponsorship includes:

- Recognition in the MGMA-Louisiana Final Conference Program
- Event poster displaying event sponsors
- Company listing on MGMA-Louisiana MGMA-Mississippi website [www.LMGMA.org](http://www.LMGMA.org)

## Pre-Conference Workshop | \$3,500

Be a premier sponsor at the July 17th pre-conference workshop. Plus, we will recognize your organization/representatives at the workshop and 5 minutes to speak to the attendees.

## Keynote Speaker | \$5,000

Maximum exposure! This sponsorship allows you to take the podium to introduce the keynote session.

## Leadership Speaker | \$3,500

In all evaluations, the #1 request from our members is to include a speaker on leadership. This sponsorship allows you to take the podium to introduce the leadership speaker.

## Breakout Sessions | \$500 each

Expand your exposure at the conference by sponsoring a breakout session. Your organization/representative will be recognized at the session.

## Specialty Breakout Sessions | \$500 each

Attendees will have an opportunity to attend a session dedicated to their specialty. Looking to target a certain specialty with your company? This may be an opportunity for you!

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## Event Sponsorship

### Your Event Sponsorship includes:

- Company name and logo on conference item
- Recognition in the Final Conference Program
- Event poster displaying event sponsors
- Company listing on MGMA-Louisiana and MGMA-Mississippi website

[www.LMGMA.org](http://www.LMGMA.org)

### Continental Breakfast Sponsorship | \$750 per day -- Four available!

Be the first thing on attendees' minds as they begin their day. All served in the exhibit hall.

### ACMPE Breakfast | \$750

This is a great opportunity to support conference attendees who are interested in learning about the American College of Medical Practice Executives (ACMPE).

### Breaks Sponsorship | \$550 per day -- Four available!

Help rejuvenate the conference attendees during these breaks that will be held in the exhibit hall.

### Lunch Sponsorship | \$3,000

Make an impression by sponsoring our only lunch of the conference. You can pass out gifts/place organization information on the tables during the lunch.

### Kick-Off Party | \$1,000 each (\$4,000 exclusive sponsorship)

This is the first social event of the conference, where all conference attendees and exhibitors come together to relax, network, and enjoy an evening of great food and good company. This event will take place in the exhibit hall.

### Social Event | \$2,500 each (\$7,500 exclusive sponsorship)

Our next social event is on Thursday night. This is a great opportunity to stand out as the conference attendees relax and network. The party usually follows the conference theme.

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## Conference Exhibit Guide

Each attendee will receive a Conference Exhibit Guide when they check-in at the Annual Conference. This guide will include company descriptions, a map of the exhibit floor, and contact information. This would be an excellent opportunity for you to receive added exposure at the conference. (4 color ads)

### Pricing (per ad/edition)

Full Page	\$750
Half Page	\$500
Quarter Page	\$300

### Deadline

Friday, July 13, 2019

### Acceptable Ad Formats

.pdf, .jpg, .tif

### Ad Sizes

Full Page	8"w x 10.5"h
Half Page	8"w x 4.75"h
Quarter Page	4"w x 4.75"h



## Exhibitor Door Prizes

Exhibitor door prizes will be presented at the end of the last Break with Exhibitors on Friday. These will be drawn prior to the event from the business cards that you will collect from those attendees who visit your booth. In the event the person whose name is drawn has already won a door prize, then another business card will be drawn from those you collected, as we allow attendees to receive only one door prize each in all fairness to other attendees. You will bring your collected business cards to a designated area, where these will be drawn and recorded, with a conference committee designee. If you prefer to use our list of attendees, you have that option too. We will confirm these details when you check in at the conference. Thank you for your cooperation in this matter.

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### Hotel Information

#### The Roosevelt

130 Roosevelt Way  
New Orleans, LA 70112

We are proud to designate the The Roosevelt as our conference headquarters. A block of guest rooms is being held for the conference until June 24, 2019, or until the guest room block is full. To make your reservations, visit <https://book.passkey.com/go/MGMA19> to receive the special group rate of \$189.00/night plus tax.



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### Exhibitor Contract

**Company Name:** \_\_\_\_\_

**Contact person to who confirmation and additional information and notices should be sent (Please print clearly)**

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ URL \_\_\_\_\_

**Contact person for LISTING in printed material, including exhibitor roster (Please print clearly)**

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ URL \_\_\_\_\_

Description of products or services (35-50 words maximum) \_\_\_\_\_

**Product/Service Categories (please check only two categories)**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Coding products/services | <input type="checkbox"/> Insurance                                | <input type="checkbox"/> Financial: Accounting, Collections      |
| <input type="checkbox"/> Consulting               | <input type="checkbox"/> Patient Education supplies/services      | <input type="checkbox"/> Recruitment                             |
| <input type="checkbox"/> Claims Submission        | <input type="checkbox"/> Patient Communications                   | <input type="checkbox"/> Release of Information                  |
| <input type="checkbox"/> Drug/Pharmaceuticals     | <input type="checkbox"/> Professional Medical Group Services      | <input type="checkbox"/> Revenue Cycle Management                |
| <input type="checkbox"/> EHR                      | <input type="checkbox"/> Professional Liability Insurance Carrier | <input type="checkbox"/> Software: Information systems/coding/AR |
| <input type="checkbox"/> Files/Records Management |   |  |
| <input type="checkbox"/> Other: _____             |   |  |

Are you a new exhibitor? \_\_\_yes \_\_\_no Who referred you? \_\_\_\_\_

List any company you wish to be near \_\_\_\_\_

List any companies you do not wish to be near \_\_\_\_\_

**Booth Representatives**

**Rep. 1** Name: \_\_\_\_\_ Email: \_\_\_\_\_

Ph: \_\_\_\_\_ Attending:  Kick-Off Party  8/22 Lunch  Social Event

**Rep. 2** Name: \_\_\_\_\_ Email: \_\_\_\_\_

Ph: \_\_\_\_\_ Attending:  Kick-Off Party  8/22 Lunch  Social Event

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# Sponsorship

### Exhibit Fee

- \$1,400 Member
- \$1,650 Non-Member
- \$1,300/\$1,550 if paid by April 15, 2019

### Sponsorship

- Diamond \$10,000
- Platinum \$ 7,000
- Gold \$ 5,000
- Silver \$ 3,000
- Bronze \$ 1,500

### Custom Sponsorship

- Wifi \$3,000
- Conference Bags \$2,750
- Hotel Key Cards \$2,500
- Water Bottles \$1,500
- Blanket Scarf \$1,500
- Audio Visual \$1,250
- Name Badge Pouch \$1,500
- Lanyards \$1,200
- Multi-Media Ad \$ 150
- Stuffers \$ 450

### Education Sponsorship

- Keynote Speaker \$5,000
- Pre-Conference Sponsor \$3,500
- Leadership Speaker \$3,500
- Breakout Session \$500/each
- Specialty Breakout Session \$500/each

### Event Sponsor

#### July 18

- Kick-Off Party \$1,000/each
- Kick-Off Party \$1,000/each
- Kick-Off Party \$1,000/each
- Kick-Off Party \$1,000/each
- Kick-Off Party (exclusive sponsorship) \$4,000

#### July 19

- Continental Breakfast \$ 750
- ACMPE Breakfast \$ 750
- Morning Break \$ 550
- Afternoon Break \$ 550
- Lunch Sponsor \$3,000
- Social Event \$2,500/each
- Social Event \$2,500/each
- Social Event \$2,500/each
- Social Event (exclusive sponsorship) \$7,500

#### July 20

- Continental Breakfast \$ 750
- Morning Break \$ 550

### Company Rep 1

Name \_\_\_\_\_

Email \_\_\_\_\_

Cell # \_\_\_\_\_

### Company Rep 2

Name \_\_\_\_\_

Email \_\_\_\_\_

Cell # \_\_\_\_\_

Other donation: \_\_\_\_\_

### Advertisements

#### MGMA-LA Exhibit Guide

Full Page \$750

Half Page \$500

Quarter Page \$300

Yes, I will provide a door prize.

### Payment

Exhibit Fee: \_\_\_\_\_

Sponsorship: \_\_\_\_\_

Custom Sponsorship: \_\_\_\_\_

Education Sponsorship: \_\_\_\_\_

Event Sponsor: \_\_\_\_\_

Advertisement: \_\_\_\_\_

Additional Booth Rep: \_\_\_\_\_

(Email additional booth rep name to  
admin@imgma.org)

(Registration: \$250/rep): \_\_\_\_\_

**Total Enclosed:** \_\_\_\_\_

**Questions: Contact Kristina at 985-290-8020 or  
admin@imgma.org**

**Completed form and payment should  
accompany this application.**

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