



2022 SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

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THANK YOU FOR CONSIDERING PARTNERING WITH MICHIGAN MGMA!

This year, we're excited to offer a variety of opportunities with something for every organization.

Want to have a presence all year round with Michigan MGMA?

Corporate Sponsorships (pages 3-4) allow for your organization to partner with Michigan MGMA for the whole year. *Corporate Sponsorships must be purchased by January 31, 2022. If you are paying by check, please ensure that the check arrives to us prior to the deadline.*

Want a chance to make a big impact with members at our Spring & Fall Conferences?

There are a variety of custom sponsorships that will increase the visibility of your organization at our conferences (page 5). You can pick and choose what works best for your organization.*

This document features opportunities to sponsor annually, as well as opportunities for sponsorships and exhibit booths at our Spring & Fall Conferences. Limited sponsorship & exhibitor opportunities are also available for Third Party Payer Day. Please contact us for information on participating in TPPD.

Please keep in mind that Affiliate Members get a break on exhibit booth pricing. If you have not already renewed your membership or are new to MiMGMA, consider renewing or joining at www.mimgma.org.

***Exhibit booth is *not* included in custom sponsorships on page 5 and must be purchased as an add-on.**

THIS YEAR'S CONFERENCE DATES:

**SPRING CONFERENCE:
MAY 12TH-13TH
MOUNT PLEASANT**

**FALL CONFERENCE:
SEPTEMBER 29TH-30TH
THOMPSONVILLE**

**THIRD PARTY PAYER DAY:
NOVEMBER 4TH
MOUNT PLEASANT**

CORPORATE SPONSORSHIPS

PLATINUM [\$4,000]*

- Annual one-time use of full membership directory
- 4 individual Affiliate memberships**
- Double-sized exhibit booth with electricity at Spring & Fall Conferences
- Up to 4 on-site exhibit reps at each conference
- 1st priority exhibit booth placement in exhibit space
- 1 minute commercial to be played at each conference
- 4 attendee conference comps (Hotel + registration) per year to give away to medical practice managers of your choice
- Pre- & post-conference attendee lists
- Opportunity to announce a speaker & introduce company at each conference
- Organization logo displayed on conference brochure, on-site printed collateral materials & on website
- Organization listing in conference attendee program
- Half page ad in each issue of our quarterly newsletter, Practice. Focus.
- Rotating website banner ad
- Collaboration on promoting your educational webinars to members

GOLD [\$3,400]*

- 3 individual Affiliate memberships**
- Double-sized exhibit booth with electricity at Spring & Fall Conferences
- Up to three on-site exhibit reps at each conference
- 2nd priority exhibit booth placement in exhibit space
- 1 minute commercial to be played at 1 conference of your choice
- 4 attendee conference comps (Hotel + registration) per year to give away to medical practice managers of your choice
- Pre- & post-conference attendee lists
- Opportunity to announce a speaker & introduce your company at each conference
- Organization logo displayed on conference brochure, on-site printed collateral materials & on website
- Organization listing in conference attendee program
- Half page ad in each issue of our quarterly newsletter, Practice. Focus.
- Rotating website banner ad
- Collaboration on promoting your educational webinars to members

*Corporate Sponsorships must be purchased by January 31, 2022.

**Additional Affiliate memberships may be purchased as an add-on at \$159/individual.

CORPORATE SPONSORSHIPS (CONT'D)

SILVER [\$2,800]*

- 2 individual Affiliate memberships**
- Exhibit booth with electricity at Spring & Fall Conferences
- Up to two on-site exhibit reps at each conference
- 3rd priority exhibit booth placement in exhibit space
- 2 attendee conference comps (Hotel + registration) per year to give away to medical practice managers of your choice
- Pre- & post-conference attendee lists
- Opportunity to announce a speaker & introduce your company at each conference
- Organization logo displayed on conference brochure, on-site printed collateral materials & on website
- Organization listing in conference attendee program
- Quarter page ad in each issue of our quarterly newsletter, Practice. Focus.
- Rotating website banner ad
- Collaboration on promoting your educational webinars to members

BRONZE [\$2,200]*

- 1 individual Affiliate membership**
- Exhibit booth with electricity at Spring & Fall Conferences
- Up to two on-site exhibit reps at each conference
- 4th priority exhibit booth placement in exhibit space
- 2 attendee conference comps (Hotel + registration) per year to give away to medical practice managers of your choice
- Pre- & post-conference attendee lists
- Opportunity to announce a speaker & introduce your company at each conference
- Organization logo displayed on conference brochure, on-site printed collateral materials & on website
- Organization listing in conference attendee program
- Quarter page ad in each issue of our quarterly newsletter, Practice. Focus.
- Rotating website banner ad
- Collaboration on promoting your educational webinars to members

*Corporate Sponsorships must be purchased by January 31, 2022.

**Additional Affiliate memberships may be purchased as an add-on at \$159/individual.

CUSTOM SPONSORSHIP OPTIONS

Exhibit booths are **NOT** included in the following custom sponsorship options. All sponsorships include pre-event recognition in printed materials, social media, and electronic communications. To take advantage of the full sponsorship benefits, your company logo must be received by the date set by association management.

Networking Event (\$700/\$350/\$150) -

Sponsor our networking event on the first night of the conference! Receive recognition on signage & verbal recognition at the event. There are 3 levels offered at tiered rates. Details on each level can be found on the sponsorship registration page.

Headshot Photographer (\$1800) -

Sponsor a professional photographer who will provide attendees with a free headshot. Receive recognition on signage.

Lanyards (\$500) -

Each attendee name tag will be attached to a custom lanyard with your company's logo. Special pricing is available if you agree to be our lanyard sponsor for both the Spring and Fall Conferences.

Charging Station (\$500) -

Receive recognition on signage positioned at charging station.

Specialty Coffee Bar (\$750) -

Receive recognition on signage positioned at coffee station.

Breakfast (\$550) -

Receive recognition on table signage during breakfast & the opportunity to introduce your company prior to the meal.

Lunch (\$975) -

Receive recognition on table signage during lunch & the opportunity to introduce your company prior to the meal.

ADDITIONAL SPONSORSHIP OPPORTUNITIES

WEBINAR SPONSORSHIP [\$250]

Michigan MGMA is part of the MGMA Midwest States Webinar Consortium. The states involved in our webinar group include Illinois, Iowa, Michigan, Minnesota, Nebraska, South Dakota & Wisconsin.

We offer one webinar per month, and each state takes a turn hosting a webinar. This means as a sponsor you are reaching potential clients in all seven states. Webinar attendance is usually between 100-200 people per webinar, and most webinars are recorded for our member-exclusive on-demand webinar library. This year we are offering our Michigan Affiliate members the opportunity to sponsor one or both of the webinars that MiMGMA is hosting - June & December 2022.

Sponsorship is \$250 per webinar. Your sponsorship includes pre-event promotion via Social Media and member emails, your logo as part of the "placeholder" slide that is displayed prior to the start of the webinar and introduction of you as our sponsor at the beginning of the webinar.

ADVERTISING OPPORTUNITIES

NEWSLETTER ADVERTISING

Interested in advertising in our quarterly newsletter, *Practice. Focus?* Email us at info@mimgma.org for details & pricing.

GENERAL EXHIBITOR OPPORTUNITIES

Each booth option below includes one 6- to 8-foot exhibit booth, two on-site exhibitor reps, and a ticket to our networking event for each attending rep. An additional staff member registration can be purchased for \$200 (Maximum of 3 reps per booth).

If you plan to purchase a booth at both the Spring & Fall Conferences, we encourage you to check out our corporate sponsorships for the best possible value.

To purchase an exhibit booth at the Spring or Fall Conference, please visit the event-specific registration links at:

www.mimgma.org > Business Partners > Exhibitor and Sponsorship Opportunities

Exhibitor options for Third Party Payer Day are listed in a separate document. Please contact us at info@mimgma.org for further information on TPPD sponsorship & exhibitor opportunities.

SPRING CONFERENCE EXHIBITOR PRICING

- **Member Exhibit Booth - \$825**
- **Member Exhibit Booth with Electric - \$875**
- **Non-Member Exhibit Booth - \$925**
- **Non-Member Exhibit Booth with Electric - \$975**

FALL CONFERENCE EXHIBITOR PRICING

- **Member Exhibit Booth - \$825**
- **Member Exhibit Booth with Electric - \$875**
- **Non-Member Exhibit Booth - \$925**
- **Non-Member Exhibit Booth with Electric - \$975**



SPONSORSHIP SUMMARY

CORPORATE SPONSORSHIP OPTIONS

- ▶ Platinum @ \$4,000
- ▶ Gold @ \$3,400
- ▶ Silver @ \$2,800
- ▶ Bronze @ \$2,200

ADDITIONAL SPONSORSHIP OPTIONS

- ▶ Webinar Sponsor @ \$250

CUSTOM SPONSORSHIP OPTIONS

- ▶ Special Event Sponsor @ \$700/\$350/\$150
- ▶ Photographer @ \$1,800
- ▶ Specialty Coffee Bar @ \$750
- ▶ Charging Station @ \$500
- ▶ Lunch Sponsor @ \$975
- ▶ Breakfast Sponsor @ \$550

Interested in creating a custom sponsorship that isn't listed here?

Please contact our Executive Director, Debra O'Shea, by phone at 1-800-314-7602 or by email at info@mimgma.org to discuss your ideas.

SECURE YOUR SPONSORSHIP HERE!

HAVE QUESTIONS? LET'S CONNECT!

PLEASE CALL US AT 1-800-314-7602 OR EMAIL US AT [INFO@MIMGMA.ORG](mailto:info@mimgma.org).