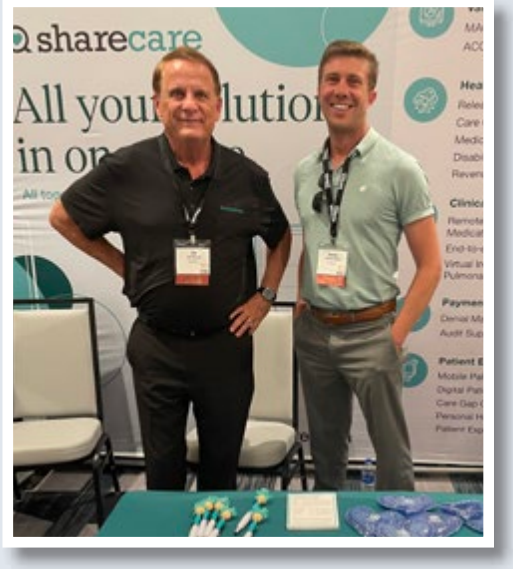
MGMA® TENNESSEE

# 2023 TMGMA AFFILIATE SPONSORSHIP PROGRAM




*Strengthen Your Business Relationships*

Please accept our invitation to highlight your company and reach medical practice administrators and managers throughout Tennessee. Tennessee Medical Group Management Association is a professional association dedicated to serving the unique needs of practice administrators throughout the state.

In this brochure we will share opportunities for your company to connect with professionals whose focus is medical practice administration. These opportunities include becoming a Tennessee MGMA Affiliate member, exhibiting, and sponsorship opportunities.

## Membership

When you join Tennessee MGMA as an Affiliate member you are aligning your company with our association and our members are encouraged to take advantage of your industry knowledge and expertise. Affiliate members contribute healthcare industry articles to our newsletter, are listed in our member database and become eligible to be a presenter at one of the two state conferences.

## Exhibitor and Sponsorship Opportunities

Tennessee MGMA Spring and Fall Conferences are a great opportunity to promote your products and services and network with practice administrators. Our exhibitors interact with attendees and are invited to attend all general sessions, meals, and events.

## Newsletter Sponsor

Our growing network of industry professionals prefer online, electronic communications for news and information. Six times a year over 400 professionals receive our industry news and information newsletter. All newsletters are archived on our website for members and outside parties to access.

## Website Sponsor

The Tennessee MGMA website, TMGMA.com, houses tools and information, association news, on-line membership application, conference information and pictures, sponsor listings, Career Center and a Members Only area that includes a membership directory and a variety of other resources for our members and website visitors. Your logo appears on our home page and includes a link that will take visitors and members directly to your company website.

# TENNESSEE MGMA 2023 SPRING CONFERENCE

*April 26-28, 2023 · The Park Vista Hotel, Gatlinburg, TN*

## Education

The Tennessee MGMA Spring offers both general sessions and breakout sessions for medical practice executives throughout Tennessee. We feature nationally-recognized speakers and materials, along with valuable networking opportunities. Information presented is designed to educate and respond to the ever-changing healthcare management industry.

## Attendees

Practice executives, managers and medical group professionals from the Tennessee area come together annually for these educational and networking events.

## Networking Opportunities

Networking is ranked second behind education as the reason our attendees come back year after year. Our programs focus on education while creating opportunities for you to spend time with your current and potential clients. Registered company representatives are invited to participate in our breaks, meals, reception and dinner party.

## Exhibit Hall

Fifty exhibits are available at our Spring conference. Exhibits include a 6' skirted table, two chairs, and admission for two representatives. Additional company representatives may attend at an additional fee. Exhibit assignments are based on the level of sponsorship as well as the order applications are received with payment. Cost to exhibit is $2,000 and you must be a TMGMA Affiliate member to exhibit.

## Location

**The Park Vista Hotel**, 705 Cherokee Orchard Rd, Gatlinburg, TN. Please access the link on our website to make reservations by **March 26th** and receive our discounted room rate of $140/night.

## EXHIBITOR EVENTS*

### SPRING CONFERENCE

*Wednesday, April 26th*

| | |
|---|---|
| 9:00am-11:30am | Exhibit Setup |
| 11:30am | Exhibit Hall Opens |
| 11:30am-12:30pm | Networking Lunch |
| 1:45-2:30pm | Break with Exhibitors |
| 5:00-6:30pm | Reception with Exhibitors |

*Thursday, April 27th*

| | |
|---|---|
| 7:30-8:30am | Breakfast with Exhibitors |
| 10:45-11:30am | Break with Exhibitors |
| 12:30-1:30pm | Lunch with Exhibitors |
| 3:00-3:45pm | Dessert Break with Exhibitors |
| 6:00-9:30pm | Dinner and Casino Night |

*Friday, April 28th*

| | |
|---|---|
| 7:30-8:30am | Breakfast with Exhibitors |
| 9:30-10:00am | Break with Exhibitors |

***Events subject to change after final conference Agenda has been determined.**

# TENNESSEE MGMA 2023 FALL CONFERENCE

*September 14-15, 2023 • Westin Chattanooga, Chattanooga TN*

## Education

The Tennessee MGMA Fall Conference offers a general session format for medical practice executives throughout Tennessee. We feature the best speakers and materials, along with valuable networking opportunities. Attendees will be updated on future trends and projected changes in healthcare and their potential impact on physician practices.

## Attendees

Practice executives, managers and medical group professionals from the Tennessee area come together for this educational and networking event.

## Networking Opportunities

Networking is ranked second behind education as the reason our attendees come back year after year. Our programs focus on education while creating opportunities for you to spend time with your current and future clients. The onsite meal functions and networking breaks are designed to provide your representatives with an all too rare opportunity for them to catch-up with old acquaintances and make new ones.

## Exhibit Hall

Fifty exhibits are available at our Fall conference. Exhibits include a 6' skirted table, two chairs, and admission for two representatives. Additional company representatives may attend at an additional fee. Exhibit assignments are based on the level of sponsorship as well as the order applications are received with payment.

## Location

**Join us at the Westin Chattanooga, 801 Pine Street, Chattanooga, TN. Please access the link on our website to make reservations by August 18th and receive our discounted room rate of $169/night.**

## EXHIBITOR EVENTS*

### FALL CONFERENCE

#### *Thursday, September 14th*

| | |
|---|---|
| 8:00-10:00am | Exhibit Setup |
| 10:00am | Break with Exhibitors |
| 12:00-1:00pm | Networking Lunch |
| 2:00-2:45pm | Break with Exhibitors |
| 3:45-4:30pm | Break with Exhibitors |
| 5:30-6:30pm | Reception with Exhibitors |

#### *Friday, September 15th*

| | |
|---|---|
| 7:00-7:45am | Breakfast with Exhibitors |
| 9:15-9:45am | Break with Exhibitors |

***Events subject to change after final conference Agenda has been determined**

# TENNESSEE MGMA CORPORATE SPONSORSHIP LEVELS AND BENEFITS

## Platinum Level
($30,000 or above)

- Exhibit space and premiere assignment in the exhibit hall at the Spring & Fall conferences
- Attendance for up to eight company representatives
- Recognition on the TMGMA web site and a link to your company web site
- Opportunity to introduce a keynote speaker and address the audience
- Opportunity to present educational webinar
- Pre-conference attendee lists in Excel format

(NOTE: This sponsorship level involves a custom designed sponsorship package and must be approved by the TMGMA Executive Committee)

## Gold Level
($12,000)
*(Limit 2)*

- Exhibit space and premiere assignment in the exhibit hall at the Spring and Fall conferences
- Attendance for up to four company representatives
- Recognition on the Association's web site and a link to company web site
- Conference attendee bag sponsor with company materials placed inside
- Sponsor of Reception or Dinner
- Pre-conference attendee list in Excel format

## Silver Level
($5,000)
*(Limit 3)*

- Exhibit space and premiere assignment in the exhibit hall at the Spring or Fall conference
- Sponsor of Attendee Name Badge Holder or Pocket Program Book
- Sponsor of Breakfast or Lunch
- Recognition on the Association's web site
- Pre-conference attendee list in Excel format

## Bronze Level
($3,000)
*(Limit 10)*

- Exhibit space and premiere assignment in the exhibit hall at the Spring or Fall conference
- Sponsor of Refreshment Break OR Breakout Session
- Recognition on the Association's web site
- Pre-conference attendee list in Excel format

## EXHIBIT ONLY FEES

| | |
|---|---|
| TMGMA Affiliate Member – Spring Conference | $2,000 |
| TMGMA Affiliate Member – Fall Conference | $1,500 |

## SIGN UP TODAY TO BECOME AN AFFILIATE MEMBER, SPONSOR OR EXHIBITOR!

**tmgma.com**

# Newsletter Sponsorship

Tennessee MGMA's newsletter is published bi-monthly to our entire membership roster and used as a marketing tool to attract new members. Newsletters are archived on our website for a period of one year.

## PRICE PER ISSUE:*

| | |
|---|---|
| Full Page Sponsor | $500 |
| Half Page Sponsor | $350 |
| Quarter Page Sponsor | $200 |

* A discount of 10% off total with placement of four or more sponsorships.

## DATES OF PUBLICATION:

| | |
|---|---|
| January 16, 2023 | July 15, 2023 |
| March 15, 2023 | September 15, 2023 |
| May 16, 2023 | November 15, 2023 |

## DEADLINE FOR ARTWORK:

14 days before scheduled date of publication

## ACCEPTABLE ARTWORK FORMATS: .pdf, .jpg, .tif

## ARTWORK 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 |

MGMA® TENNESSEE

# Website Sponsorship

The TMGMA website tmgma.com is our face on the web and one of the key methods of sharing communications with our TMGMA members and guests.

In addition to providing online membership applications and conference information, our website also contains sponsor information, industry news and updates, and a Members Only area that includes a membership directory and other resources.

TMGMA members are comprised of over 300 medical practice managers representing large and small group practices including free standing, hospital-affiliated, and university-affiliated medical groups. These groups represent over 2,000 physicians across the state and provide an unlimited source of information and resources. **Annual website sponsorship is $750.**

## Don't miss this opportunity to increase your visibility within the Tennessee healthcare community

### WHAT'S INCLUDED IN YOUR WEBSITE SPONSORSHIP?

- ✓ Company logo
- ✓ Company contact information (POC, email, & number)
- ✓ Full description of your offered services
- ✓ Link back to your company's website

# Tennessee MGMA EXHIBITS & SPONSORSHIPS

## Terms and Conditions

### Qualifications of an Exhibitor:

TMGMA conference management will, in its sole discretion, determine whether a prospective Exhibitor is eligible to participate in the TMGMA Conference. Exhibitors shall be limited to those whose products or services are related to medical, professional, or practice interests. TMGMA reserves the right to refuse to provide exhibit space to any exhibitor not compatible with the general character and objectives of the TMGMA Conference, or if the TMGMA Conference is full upon receipt of the application.

### Compliance:

a. Smoking inside the TMGMA Conference is prohibited
b. Exhibitors may not serve alcohol inside the TMGMA Conference.
c. TMGMA Conference management reserves the right to reject, remove or prohibit any exhibit/display in whole or in part, or any Exhibitor or its representatives if, in the opinion of TMGMA Conference management, the exhibit or the activities of the Exhibitor or its representatives violates the contract, the Rules or Regulations, or are detrimental to the goals and purposes of the TMGMA Conference.
d. Prohibited or inappropriate conduct which results in the Exhibitor removal will also result in the forfeiture of all exhibit fees, or any other fees; the Exhibitor will remain liable for any damages due to its actions.
e. Use of an exhibit space by two or more firms is not permitted. Subletting of space is not permitted.
f. Any Exhibitor who is a "no show", meaning that the exhibit is not set up and staffed by the Conference opening time, without prior permission, will forfeit his/her exhibit space for the duration of the TMGMA Conference. Non-attendance does not constitute cancellation on the Exhibitor's part, and no refunds or credits will be issued. TMGMA Conference management will replace a "no show's" exhibit space as it determines is in the best interest of the TMGMA Conference.
g. "Suitcasing" is prohibited. Suit-casing is the act of soliciting business in the aisles during the exhibition or in other public spaces contracted by TMGMA, including another company's exhibit or conference facility or hotel lobby.

### Assignment of Exhibit Space:

a. Exhibitor may consider his/her space as reserved in the TMGMA conference upon acceptance of a completed application and full payment has been received. Conference Sponsors will receive premier exhibit placement in the exhibit hall. Other exhibitors will be assigned space based on the order in which the application and payment have been received.
b. TMGMA Conference management reserves the right to assign exhibit space, change the floor plan or move Exhibitor's exhibit space, without prior notice, if TMGMA Conference management determines that it is in the best interest of the TMGMA Conference.

### Cancellation by Exhibitor:

a. A refund less a $100 processing fee will be made to the Exhibitor if written notice is received at least 45 days prior to the event.
b. Cancellations received 22 – 44 days prior to the event are subject to a $200.00 cancellation fee.
c. No refunds will be issued 21 days prior to the event.
d. TMGMA assumes no responsibility for having included the name of the cancelled Exhibitor in materials related to the TMGMA Conference.

### Promotional Errors:

TMGMA will not be liable for any errors or omissions in the TMGMA Conference's attendee lists, websites, newsletter or any other promotional or on-site materials. TMGMA assumes no responsibility for having included the name of a cancelled Exhibitor in material related to the TMGMA Conference.

### ***NO SUITCASING WILL BE ALLOWED AT ANY OF TMGMA'S MEETINGS***

Please note that while all meeting attendees are invited to the Exhibit Hall, any person(s) who HAVE NOT paid for Exhibit space at the conference who is observed to be soliciting business in the aisles or other public spaces, in another company's exhibit, who is in violation of any portion of the Exhibit Policy, will be asked to leave immediately. Additional penalties may be applied. Conference Management recognizes that suitcasing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suitcasing violations may occur at venues other than the exhibition floor and at other events. Conference Management must be informed of any hospitality suites, and expressed consent must be received prior to the event.

### OUTBOARDING

Outboarding is defined by the International Association of Exhibitions and Events (IAEE) as the creation of a concurrent event that is related to an existing exhibition or event but that is not sanctioned by the organizer and which seeks to benefit from the audience the organizer attracts.

TMGMA considers Outboarding to be unethical business conduct.

Our Exhibitors and event Sponsors invest significant financial and other precious resources in the planning and execution of their events. Their financial resources are at risk as are the business reputation and good will that are vital elements of a sponsor's business success. TMGMA works diligently to protect our exhibitors' and sponsors' investment in the event by taking a firm stance against outboarding. We encourage official exhibitors to host parties and special events to enhance TMGMA before and after event hours, but these activities should never be functions that compete against those who are making an additional investment in their brand at TMGMA. During event hours, it is strictly prohibited to conduct education inside of meeting rooms or to promote any activity that directly competes with TMGMA. Sponsorship activation spaces within the confines of the TMGMA space are opportunities to position brands and offer customers heightened experiences.