



# MGMA<sup>®</sup> SPONSORSHIP

KENTUCKY

Why should YOUR company be a sponsor?



Access to KMGMA Members



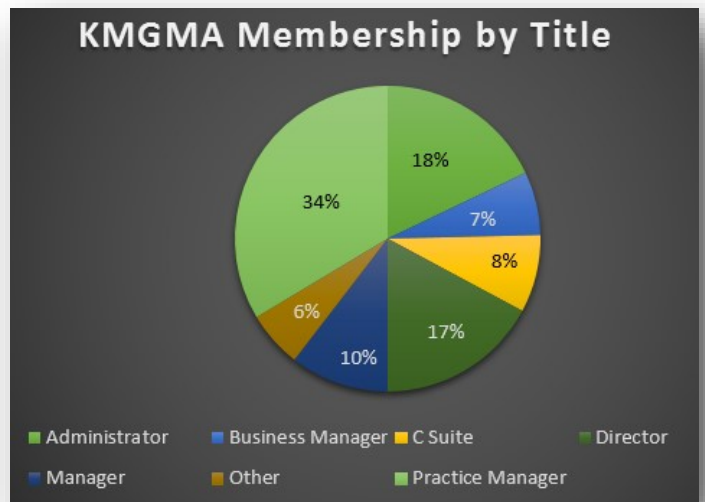
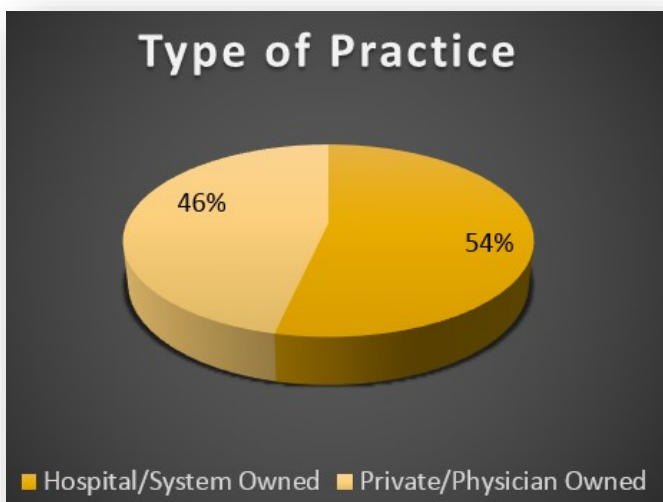
Benefits beyond exhibiting



Commitments from members



## Who is KMGMA?



**KMGMA offers access to the two largest gatherings of medical group managers in the state of Kentucky. Can you afford NOT to be there?**



**Sponsorship Program combines all your connections in one package for one price.**

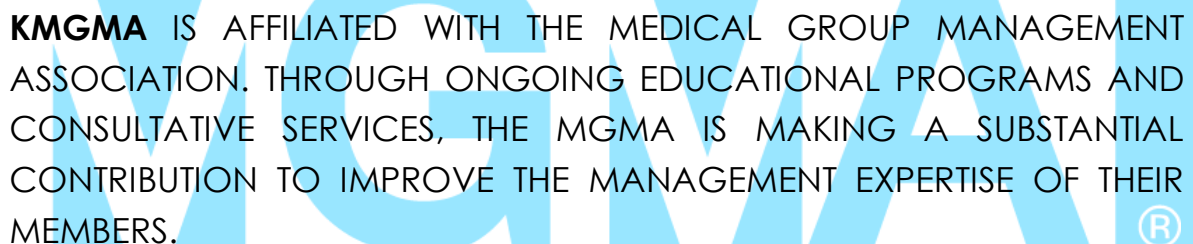
With two opportunities to interact with members - a total of **200+ registrants** at the Spring and Fall Conferences - you can **strengthen** your company's brand, **establish relations** with key group practice managers, **generate** bona fide sales leads and **interact** with all KMGMA members electronically under our banner.

**One check covers everything** Sign up as a KMGMA sponsor and write just **ONE** check to cover your **Business Partner Membership, Spring AND Fall Meeting** exhibit fees and **two** representatives at each meeting - plus, send two emails to KMGMA members under the KMGMA banner for better open percentages. Just think... one check approval and you're set for the year!

**Choose** the level that matches your marketing objectives and get ready to surpass your sales quotas.

**In addition, sponsors receive:**

- ◇ Booth space in a **premium** location
- ◇ **Advanced** electronic list of attendees to promote visits to your booth (non-sponsors receive a final attendee list following the conference)
- ◇ **Acknowledgement** in the conference promotional brochure, on-site program and signage at the conferences
- ◇ KMGMA **website listing** of your logo with link to URL of your choice
- ◇ **Sponsor ribbons** for your company representatives at the meeting
- ◇ **Ads** in the new KMGMA **monthly electronic newsletter** to all members
- ◇ **Meeting program ad** (size based on sponsorship level)
- ◇ **AMCPE** credit is available at each conference

**KMGMA** IS AFFILIATED WITH THE MEDICAL GROUP MANAGEMENT ASSOCIATION. THROUGH ONGOING EDUCATIONAL PROGRAMS AND CONSULTATIVE SERVICES, THE MGMA IS MAKING A SUBSTANTIAL CONTRIBUTION TO IMPROVE THE MANAGEMENT EXPERTISE OF THEIR MEMBERS. 

**KENTUCKY**

Members are primarily administrators & managers of medical practices, clinics, large & small group practices, and free-standing, hospital-affiliated and university-affiliated medical groups. See the next page for our members' practice groups specialties.

# KMGMA Sponsor Benefits

	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500
General Session Speaker Sponsor	X			
Double-sized booth	X			
Premium booth location	X	X		
Additional representatives	4	3	2	1
Company Logo/Link on Website	X	X	X	X
Advanced electronic list of attendees to promote visits	X	X	X	
List of final attendees following the conference				X
<b>Platinum: Choice of one below</b>				
Lanyard Logo Placement	X			
Special event sponsor	X			
Conference Tote or Binder Logo Placement	X			
Signage/Banners	X			
<b>Gold: Choice of one below</b>				
Opening day lunch or business meeting breakfast		X		
Charging workstation with logo		X		
<b>Choice of one below</b>				
Refreshment Break			X	
Logo in meeting program	X	X	X	
Exhibit at Spring Conference	X	X	X	X
Exhibit at Fall Conference	X	X	X	X
Acknowledgement in print, website & at conference	X	X	X	X
Sponsor ribbons for your company representatives	X	X	X	X

## KMGMA Members work in these specialties:

Asthma & Immunology  
 Ambulatory  
 Anesthesiology/Pain Management  
 Business Phone Systems  
 Cardiology  
 Coding  
 Collections / Billing  
 Electronic Medical Records  
 Cyber Security  
 Dermatology  
 EHR  
 Electronic Medical Records  
 Endocrinology  
 ENT  
 Family Practice  
 Financial Services

Group Practice  
 Gynecology | OB/GYN  
 Health Information Management  
 Insurance  
 Internal Medicine  
 Information Technology (IT)  
 Managed Care Consulting  
 Marketing  
 Multi-Specialty Practices  
 Nephrology  
 OB/GYN  
 Oncology  
 Ophthalmology  
 Orthopedics  
 Otolaryngology  
 Outpatient Addiction

Pain Management  
 Pediatrics  
 Plastic Surgery  
 Practice Management  
 Primary Care  
 Private  
 Psychiatry  
 Pulmonary/Critical Care  
 Pulmonology  
 Radiation Oncology  
 Radiology  
 Social Work & Medical Assisting  
 Surgery  
 Transactional Healthcare  
 Urgent Care  
 Weight Management

# 2020 Conference Information

KMGMA holds two conferences a year: The Spring Conference is held in Lexington in March. The Fall Conference is held in late September/ early October in Louisville. All sponsors receive a booth at both meetings.

## Spring Conference

**March 19—20**

The exhibits are located outside the general session for easy access by participants during breaks.

### HOTEL

Embassy Suites Hotel  
1801 Newtown Pike  
Lexington, KY 40511

*Hotel registration information will be available on the meeting page at [www.kymga.com](http://www.kymga.com)*

### EXHIBIT HOURS

**March 19**

7:30 - 8:30 am - Exhibit Set-up  
8:30 - 9:00 am - Exhibits Open  
10:30 - 11:15 am - Refreshment Break  
12:30 - 1:30 pm - Lunch with Exhibitors  
2:45 - 3:30 pm - Refreshment Break

**March 20**

7:30 - 8:15 - Exhibit Door Prize Drawings  
9:45 - 10:15 - Refreshment Break  
10:45 am - Sponsor Meeting  
11:00 am - Exhibit Teardown

## Fall Conference

**October 8 9 (tentative)**

The exhibits are located inside the general session for easy access by participants during breaks.

### HOTEL

To be announced  
Louisville, KY

*Hotel registration information will be available on the meeting page at [www.kymga.com](http://www.kymga.com)*

### EXHIBIT HOURS

**October 8**

7:30 - 8:30 am - Exhibit Set-up  
8:30 - 9:00 am - Exhibits Open  
10:30 - 11:15 am - Refreshment Break  
12:30 - 1:30 pm - Lunch with Exhibitors  
2:45 - 3:30 pm - Refreshment Break

**October 9**

7:30 - 8:15 - Exhibit Door Prize Drawings  
9:45 - 10:15 - Refreshment Break  
10:45 am - Sponsor Meeting  
12:15 pm - Exhibit Teardown

Business casual is appropriate for meetings. *Attendees may want to bring a sweater for the meeting areas.*

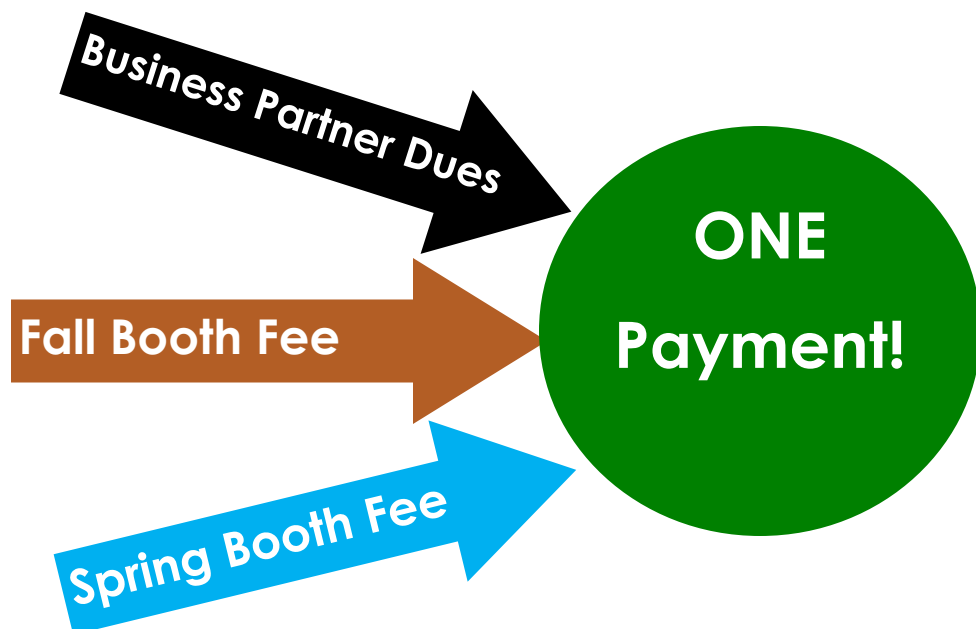
# Pay Once!

- ⇒ Only **ONE** payment is needed for your Business Partner annual membership and exhibits at both the Spring and Fall Conferences, plus any additional sponsorship you choose.
- ⇒ Want to pay before 31 December to use up this year's budget? No problem!
- ⇒ Need an invoice to expedite payment? Send us your completed contract and ask for an invoice - you will receive it promptly.

## Important to know

Sponsorship fees **must** be received by February 14 to avoid a late payment surcharge of 15%

- ⇒ All booth staff must be registered with the exhibitor and have an official KMGMA exhibitor badge. **Badge swapping is NOT allowed.**
- ⇒ **Any exhibitor who breaks down before 10:30 am on Friday without prior approval will be assessed a \$150 per booth charge.**
- ⇒ There is an sponsor meeting Friday morning at approximately 10:45 am. We want your feedback on how we can improve your KMGMA sponsorship experience!
- ⇒ Sponsors are encouraged to donate **door prizes**. All prizes will be announced during Friday breakfast. Exhibitor representatives must be present at the breakfast to have their prize awarded.





# 2020 Sponsorship Form

Name of Company: \_\_\_\_\_

**Contact person to whom confirmation & notices should be sent:**

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

**Contact person for LISTING in printed materials:**

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Email: \_\_\_\_\_

Product/Service Description for printed materials (40 words or less) – can be emailed to [KMGMA@meinet.com](mailto:KMGMA@meinet.com)

\_\_\_\_\_

\_\_\_\_\_

**Do you need electrical connection in your booth?** \_\_\_\_\_

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

List any company you **do not wish to be near:** \_\_\_\_\_

Sponsorship Level	Benefit (see page 3)	Cost
<input type="checkbox"/> Platinum		\$10,000
<input type="checkbox"/> Gold		\$7,500
<input type="checkbox"/> Silver		\$5,000
<input type="checkbox"/> Bronze	Business Partner dues + 2 booths	\$2,500

**Each sponsorship level includes annual Business Partner Membership, exhibit space at Spring and Fall Conferences (6' skirted table, two chairs and meals for two representatives) and benefits listed on page 3 of this brochure.** Please select the benefit of your choice for Platinum, Gold and Silver sponsorship levels. **Payments received after 13 February are subject to a 15% late payment surcharge.**

*I hereby acknowledge that until accepted by KMGMA, this Contract shall constitute only an application to Sponsor KMGMA events, which may be accepted or declined by KMGMA at its sole discretion. I understand that I will be contacted to confirm acceptance of this contract. I understand that this contract DOES NOT entitle me or my company to use of the KMGMA or MGMA logo on any printed, digital, or written communication*

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Make Checks Payable to: <b>Kentucky MGMA</b> 11 W Monument Avenue, Suite 510 Dayton, OH 45402  or to pay by credit card, contact <a href="mailto:KMGMA@meinet.com">KMGMA@meinet.com</a> or call 937.576.3701	<b>OFFICE USE ONLY:</b>  Date Received _____  Amount \$ _____ Payment Method _____
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# Exhibit Rules and Regulations

**1. Show Sponsorship and Management-** These conferences are produced by and are the property of the Kentucky Medical Group Management Association (KMGMA). KMGMA will provide all show management functions and establish all show policies. Each prospective exhibitor is required to sign the Application and Contract for space. By doing so, he subscribes to the Rules and Regulations, which are a part of the Application and Contract.

**2. Space Allowance and Selection Procedure-** Space will be assigned on a first come basis, based on when the payment or purchase order is received. If all choices requested by the exhibitor have already been assigned, KMGMA will allocate space from that which is available and the exhibitor agrees to accept such assignment. KMGMA reserves the right to grant priority to sponsors and previous exhibitors.

**3. Cancellation or Withdrawal-** An exhibitor may cancel or withdraw from the show(s) subject to the following conditions: (a) the exhibitor shall give KMGMA notice in writing of his intention to cancel or withdraw from the show. (b) Refund schedule: cancellation received 3 months prior to show - fee refunded in full. Cancellation received between 3 months and 30 days - 50% of fee is refunded. Cancellation received 29 days or less prior to show - fee is not refunded. In the event of cancellation, KMGMA shall have the right to use said space for its own convenience including selling the space to another exhibitor, without any rebate or allowance to the canceled exhibitor. KMGMA assumes no responsibility for having included the name of the canceled exhibitor or description of his products in programs, news releases, or other materials.

**4. Default of Occupancy-** Any exhibitor failing to occupy by 8:30 a.m., the day of the show(s), space contracted for but not canceled is obligated to pay the full cost of such space. In that event, KMGMA shall have the right to use said space for its own convenience, including selling the space to another exhibitor, without any rebate or allowance to the defaulting exhibitor. KMGMA assumes no responsibility for having included the name of the defaulting exhibitor or descriptions of his products in the show program, brochures, news releases, or other material.

**5. Building Occupancy-** In case the premises of the Hotel shall be destroyed or damaged, or if the show does not take place as scheduled or is interrupted and/or discontinued or access to the premises is prevented or interfered with by reasons of strike, lockout, injunction, act of war, act of God, emergency declared by any governmental agency or by KMGMA, or for any other reason, this contract may be terminated by KMGMA. In the event of such termination, the exhibitor waives any and all damages and claims for damages and agrees that the sole liability of KMGMA shall be to return to each exhibitor his space payment less his pro rata share of all costs and expenses incurred and committed by KMGMA.

**6. Service Organizations-** In no instance shall KMGMA be responsible for the conduct of any contractors, sub-contractors or their employees acquired by an exhibitor. KMGMA assumes no responsibility for failure to perform by contractors.

**7. Table Arrangement-** All exhibitors shall arrange their displays so they utilize only the area contracted for and in such manner as to recognize the right of other exhibitors and show visitors and to conform to the overall pattern developed by KMGMA. **Appearance:** An exhibitor is responsible for maintaining an appropriate display. Exhibitors must arrange to remove excessive amounts of trash or waste materials during show hours. **Fire Regulations:** All materials shall be fire-resistant. **Storage:** Exhibitors shall provide storage within their display space. KMGMA will not be responsible for storage of Exhibitor materials or equipment.

**8. Music Licensing-** KMGMA will not be responsible for acquiring music licensing agreements on behalf of exhibitors. If any part of the exhibit or display includes the use of live or recorded music, a licensing fee is required. For additional information, please call the following toll-free numbers: American Society of Authors and Composers at 1.800.627.9805 or Broadcast Music Inc. at 1.800.669.4264.

**9. Delivery and Removal-** Under no circumstances will the delivery or removal of any portion of an exhibit be permitted during the show without permission first being secured in writing from KMGMA.

**10. Material Handling:** The exhibitor is responsible for the delivery and removal of all material required for the display.

**11. Safety, Fire and Health-** The exhibitor must comply with safety, fire and health ordinances regarding installation and operation of equipment. All displays, exhibit materials, and equipment must be reasonably located and protected by safety guards and fireproofing to prevent fire hazards and accidents.

**12. Care of Building-** No exhibitor may allow an article to be brought into nor permit any act to be done in the Hotel which will increase the premiums or void policies of insurance held by KMGMA. No exhibitor may permit any act by its employees by which the premises shall in any manner be marred or defaced. Exhibitor must surrender the space occupied by him in the same condition as at the commencement of occupancy. Any damages done to the premises by the exhibitor shall be made good to KMGMA or the Tropicana Hotel as their interest may appear.

**13. Security-** KMGMA will not be liable for damage or loss to exhibitor's property through theft, fire, accident, or any other cause. Exhibitor should insure his own exhibit and display materials. KMGMA will not assume liability for any injury that may occur to show visitors, exhibitors, or other agents or employees of exhibitors.

**14. Exhibitor Badges-** Exhibitor Personnel must register. Individuals wishing contact hours must pay the registration fee for the meeting.

**15. Liability-** In the event that KMGMA shall be held liable for any situation which might result from a particular exhibitor's action or failure to act in any manner whatsoever, such exhibitor shall reimburse KMGMA and hold KMGMA harmless from liability resulting there from.

**16. Indemnification:** Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury to persons or damage to exhibitor's displays, equipment, or other property brought upon the premises of the Hotel and agrees to indemnify, defend and hold harmless KMGMA, the Tropicana Hotel, and its owners, servants, agents and employees against all claims or expenses for such losses, including reasonable attorney's fees, arising out of the use of the Hotel premises excluding any liability caused by the negligence of KMGMA or the Tropicana Hotel or its owners, servants, agents and employees.

**17. Insurance:** The Exhibitor understands that that neither KMGMA nor the Hotel maintains insurance covering the Exhibitor's property or lost revenue and it is the sole responsibility of the Exhibitor to obtain such insurance.

**18. General-** All matters and questions not covered by the Contract, Rules and Regulations are subject to the decisions of the KMGMA Exhibit Manager. The Contract, Rules and Regulations may be amended at any time by the KMGMA, and all amendments or additions that may be so made shall be equally binding on all parties affected as the original Contract, Rules and Regulations.

**19. Hospitality Suites and Meetings:** Exhibitors' Hospitality Suites and Meetings shall not conflict with any scheduled Conference event. Exhibitor Hospitality Suites must be approved in advance by KMGMA.

**KMGMA must provide their approval to the hotel for Hospitality Suites to be released; this approval will not be granted for companies that are not approved KMGMA exhibitors.**

**20. Right of Refusal-** KMGMA has the right to refuse exhibit space to any applicant for any reason whatsoever.

KMGMA • 11 West Monument Avenue, Suite 510 • Dayton, OH 45402

Phone: 937.586.3701 • Toll free: 877.607.KMGMA • Fax: 937.586.3699 • E-mail: KMGMA@meinet.com

[www.kymgma.com](http://www.kymgma.com)