



MGMA[®] SPONSORSHIP

KENTUCKY

Why should YOUR company be a sponsor?



Access to KMGMA Members



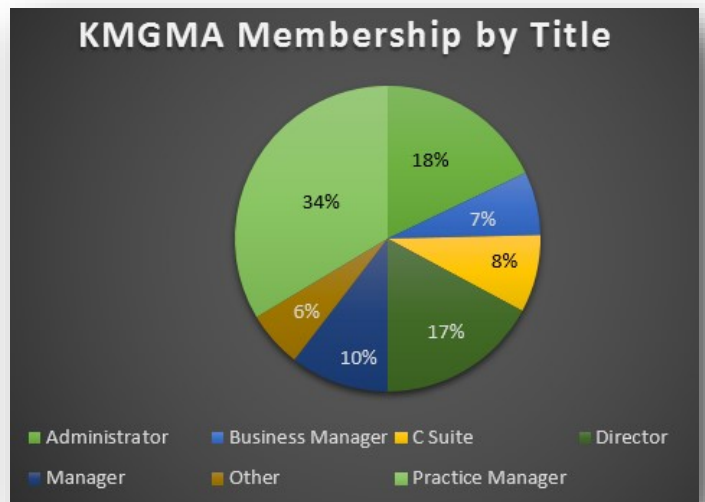
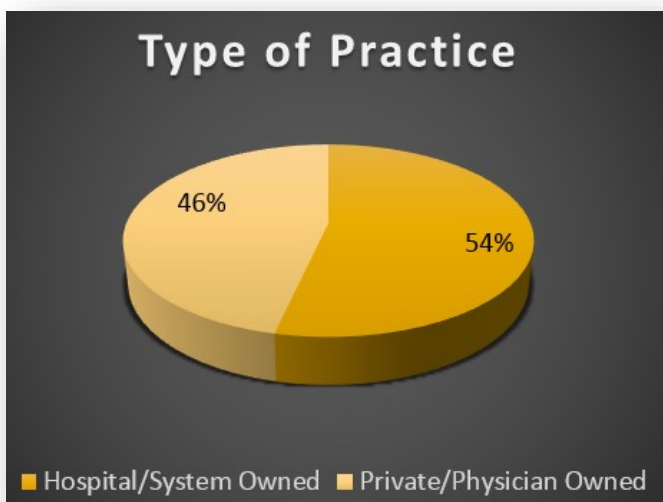
Benefits beyond exhibiting



Commitments from members



Who is KMGMA?



KMGMA offers access to the 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 special price for 2022.

We are moving forward this year! In Fall 2021 we met in person for the first time since 2019, and will meet in person again in 2022—with two opportunities to interact with members - a total of 200+ registrants at the Spring and Fall Conferences.

Because our members are working hard to provide COVID vaccines and other medical services to their patients, we learned that we can reach so many more members who can't leave their clinics by having a virtual component—so our 2022 Conferences will be multiaccess, giving you both in-person and virtual opportunities to connect with our members! The secret to marketing in the new normal is year-long engagement. As a KMGMA sponsor in 2022 you will have multiple opportunities to ensure engagement, and also **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 the meetings - 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 and the virtual exhibit showcase
- ◇ **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)

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.

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	X	X	X
Platinum: Choice of one below				
Lanyard Logo Placement	X			
Special event sponsor	X			
Conference Tote or Binder Logo Placement	X			
Signage/Banners	X			
Gold/Silver: Choice of one below				
Opening day lunch or business meeting breakfast		2	1	
Charging workstation with logo		X		
Webinar sponsorship: introduction & 10-minute presentation		2	1	
Refreshment Break			X	
ALL SPONSORSHIPS INCLUDE				
Logo in meeting program	X	X	X	
Exhibit at Fall AND Spring Conferences	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

2022 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 10—11

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.kmga.com

EXHIBIT HOURS

March 10

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 11

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

September 15—16

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

HOTEL

Marriott Louisville East

Louisville, KY

Hotel registration information will be available on the meeting page at www.kmga.com

EXHIBIT HOURS

September 15

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

September 16

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.*

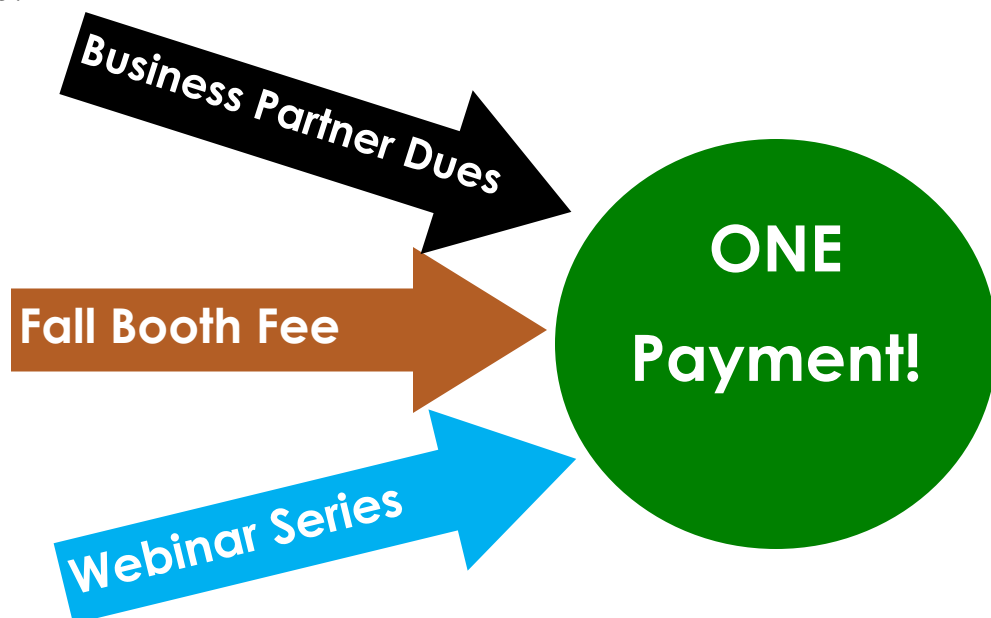
Pay Once!

- ⇒ 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.
- ⇒ 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 15 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 a 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.





2022 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

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
Platinum		\$10,000
Gold		\$7,500
Silver		\$5,000
Bronze	Business Partner dues + booth	\$2,500
DIGITAL	Exclusive listing as digital sponsor—only 1 available, first come—first served!	\$5,000

Each 2022 sponsorship level includes annual Business Partner Membership, exhibit space at Spring and Fall Conference (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 15 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: **Kentucky MGMA**
 11 W Monument Avenue, Suite 510
 Dayton, OH 45402

To pay by credit card, contact KentuckyMGMA@meinet.com or call 937.576.3701

OFFICE USE ONLY:

Date Received _____

Amount \$ _____ Payment Method _____



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: KentuckyMGMA@meinet.com

www.kymgma.com