

# Exhibit and Sponsorship Opportunities

## 2012 Oregon / Washington MGMA Annual Meeting

*Connect with 350 medical practice decision makers*  
*May 30 – June 2, Portland Oregon*

The 2012 Annual Meeting is the largest educational and networking conference for medical practice administrators on the West Coast. This year we anticipate 350 administrators, CEOs, and managers from various specialties and facility sizes, along with high-profile keynote speakers for an extraordinary education event! Don't miss this opportunity to reach out to important key decision makers.

Our meeting sponsorships are created to help strengthen your company's brand, establish relationships, generate sales leads and increase traffic to your booth. Take a moment to review the entire spectrum of sponsorship opportunities available, match them with your marketing objectives, then contact us and we'll help you make a plan.

### **Platinum \$15,000**

Keynote General Sessions (four available)

### **Gold \$10,000**

Conference Tote Bags  
Opening Wednesday Night Reception  
Friday Night Reception

### **Silver \$6,000**

Attendee Notes Book  
Name Badge Pouches  
Hotel Key Cards  
Internet Café  
ACMPE Reception  
\$1,000 Cash Prize Drawing (two available)  
Hospitality Host and \$250 Breakfast Door Prize Drawing (two available)

### **Bronze \$2,000**

Enhanced Exhibitor Package (unlimited availability)

### **Product Theater \$1,000**

Exclusive Option Available to Sponsors Only.

**All sponsorships include the following in addition to the benefits outlined below**

<p><b>Booth space in premium location</b></p> <p><b>An electronic mailing list of attendees to promote visits to your booth – a sponsorship exclusive</b></p> <p><b>Print acknowledgement in the conference brochure, final e-syllabus, and Attendee Notes Book</b></p> <p><b>Recognition on special event signs and displays</b></p> <p><b>Acknowledgement on the WSMGMA and OMGMA websites</b></p> <p><b>Sponsor ribbons for your company representatives</b></p>
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## **Platinum Level Sponsorship Description**

### **Keynote General Sessions**

An opportunity for a representative of your company to address attendees and introduce the keynote speaker at your sponsored event. Plus ...

- *Your company logo projected on dual screens in the room prior to the keynote address*
- *Reserved seating for your representatives with the keynote speaker*
- *Distribution of your handouts to attendees during your sponsored keynote event*
- *A full page color ad in the meeting registration brochure distributed to 4,000 practice managers\**
- *Six representative registrations*

## **Gold Level Sponsorship Descriptions**

### **Conference Tote Bags**

Your company logo featured on tote bags handed out to all attendees. Plus ...

- *A half page color ad in the meeting registration brochure distributed to over 4,000 practice managers\**
- *Five representative registrations*

### **Opening Wednesday Night Reception**

An opportunity for your representatives to personally greet attendees at the door and provide them with complimentary drink tickets imprinted with your company logo. Plus ....

- *Distribution of your handouts to attendees during your sponsored event*
- *Your logo imprinted on napkins used on hors d'oeuvres table and at beverage bars*
- *A half page color ad in the meeting registration brochure distributed to 4,000 practice managers\**
- *Five representative registrations*

### **Friday Night Reception**

An opportunity for your representatives to personally greet attendees at the door and provide them with complimentary drink tickets imprinted with your company logo. Plus ....

- *Distribution of your handouts to attendees during this sponsored event*
- *Your logo imprinted on napkins used on hors d'oeuvres table and at beverage bars*
- *A half page color ad in the meeting registration brochure distributed to over 4,000 practice managers\**
- *Five representative registrations*

**\*Deadline for ad placement in annual meeting brochure is December 1, 2011**

## **Silver Level Sponsorship Descriptions**

### **Attendee Notes Book**

Your logo and full page ad featured in the handy booklet distributed on-site to all attendees. This 5" x 8" reference guide includes a current schedule-at-a-glance, meeting room locator, speaker highlights, exhibitor list and floor plan, hotel and local area maps, plus plenty of blank pages for taking and keeping notes. *Plus four representative registrations.*

### **Name Badge Pouches**

An opportunity for constant recognition with your company logo on name badge pouches used by attendees and exhibitors alike. *Plus four representative registrations.*

### **Hotel Key Cards**

Your company logo on hotel keycards used by attendees during their conference stay. *Plus four representative registrations.*

### **Internet Café**

Your company logo on banner signage for the Internet Café. *Plus four representative registrations.*

### **\$1,000 Cash Drawing**

Your company logo on a full page in the attendee Conference Schedule and Attendee Notes Book to promote visits to your booth to enter a special \$1,000 cash drawing. Your drawing will also be promoted to attendees in the e-syllabus and multiple announcements at the meeting. *Plus four representative registrations.*

### **Hospitality Hosts**

One day sponsor of the breakfast and morning and afternoon breaks offered in the exhibit hall on Thursday and Friday, plus a \$250 door prize drawing to be given away on the day of your sponsorship. Drawing will be promoted to attendees in the e-syllabus and Attendees Notes Book. Your company logo on thank you posters at refreshment stations and on napkins used exclusively the day of your sponsorship in the exhibit hall. *Plus four representative registrations.*

## **Bronze Level Sponsorship Description**

Take advantage of this value-added exhibitor package that includes increased exposure on signage in the sponsorship listings in the conference brochure, e-syllabus, and schedule and notes book. Includes a mailing list of attendees prior to the conference (excluding email addresses), *plus three representative registrations.*

## **Product Theater Sponsorship Description**

An exclusive sponsorship opportunity to provide a value-added program to key decision-makers. Your company representatives showcase an/ or demonstrate goods and services during a unique 25-minute theater setting. Plus....

*Promotion of your product theater in the conference e-syllabus*

*Half page ad in the on-site Attendee Notes Book*

*Promotion of your event with special e-blasts to attendees prior to their arrival*

*Includes classroom with A/V capabilities (LCD projector, screen, podium w/microphone)*

Product theaters will be held during exhibit break times.