



Corporate Sponsorship Catalog

Effective July 2016 – June 2017

With over 25 years proven experience, the Massachusetts/Rhode Island Medical Group Management Association offers you the opportunity to engage with our members to promote your company, product and/or service.

Health care is an ever-changing industry. It requires commitment to maintain optimal patient care delivery. Our members are active and engaged because we offer the education, tools, resources and networking opportunities for them to succeed. The Massachusetts/Rhode Island MGMA membership includes decision-makers and leaders of the medical practice along with operations staff across clinical specialties and practice settings from across both States.

Sponsorship with the Massachusetts/Rhode Island MGMA provides you with the opportunity to target your ideal customer. As a sponsor, your logo, products and/or services will garner face-to-face and online exposure to a dynamic and powerful pool of individuals in the healthcare industry.

We strive to create a one-on-one partner relationship that is creative, honest and collaborative. To that end, we developed this program to allow you to customize your sponsorship with Massachusetts/Rhode Island MGMA to one which best fits your corporate marketing strategy. This catalog details the many marketing opportunities for you to showcase your company and includes rates, dates and complete specifications for pre-set packages and a la carte items.

We invite you to look through this catalog and determine how you want to reach out to our members. We would also welcome the opportunity to discuss the benefits of this program to your company.

For additional information you can contact the Massachusetts/Rhode Island MGMA Team at 410.527.0780 or Info@mmgma.com.

HOW TO ORDER

MAIL

Massachusetts/Rhode Island MGMA
Executive Plaza II
11350 McCormick Road, Suite 1006
Hunt Valley, MD, 21031

PHONE

410.527.0780

FAX

410.527.0270

EMAIL

Info@mmgma.com

ONLINE

www.mmgma.com/Sponsorship-Program

Payment must be received before a sponsorship begins.

SPECIFICATIONS

Once your order is received and processed, we will contact you to ascertain the necessary items to fulfill your order [IE: advertisement, corporate description, and logo]. It is incumbent upon you to supply Massachusetts/Rhode Island MGMA with everything necessary for us to fulfill your sponsorship order. **If we do not receive the required information, your order may be forfeited.**

SPONSOR PACKAGES

Each package is sold on a first-come, first-serve basis. Your order will be assigned a start and end date based on the payment date. Your sponsorship will remain open for 12 months. If necessary, the end date can cross calendar years.

Diamond Sponsor [EXCLUSIVE] \$3,500 – Valued at \$3,995

- [701] One Affiliate membership in Massachusetts/Rhode Island MGMA
- [101] Four Premium Placement E-News advertisements with a hyperlink to the company web site
- [201] One year corporate web site listing with logo and hyperlink to company web site and 50-word company description
- [202] One Sponsor of the Month with logo and hyperlink to the company web site on our Home page
- [303] Sponsorship of one in-person program (includes one table top display and a 3 – 5 minute presentation to the attendees)
- [301] One Payer Day Premium Exhibit with complimentary registration for three company representatives
- [401] Sponsorship of the breakfast at Payer Day

Sapphire Sponsor [TWO AVAILABLE] \$3,000 – Valued at \$3,645

- [701] One Affiliate membership in Massachusetts/Rhode Island MGMA
- [101] Four Premium Placement E-News advertisements with a hyperlink to the company web site
- [201] One year corporate web site listing with logo and hyperlink to the company web site and 50-word company description
- [202] One Sponsor of the Month with logo and hyperlink to the company web site on our Home page
- [303] Sponsorship of one in-person program (includes one table top display and a 3 – 5 minute presentation to the attendees)
- [301] One Payer Day Premium Exhibit with complimentary registration for two company representatives
- [404 or 405] Sponsorship of the Morning or Afternoon Refresher at Payer Day

Ruby Sponsor [THREE AVAILABLE] \$2,500 – Valued at \$2,995

- [701] One Affiliate membership in Massachusetts/Rhode Island MGMA
- [101] Four Premium Placement E-News advertisements with a hyperlink to the company web site
- [201] One year corporate web site listing with logo and hyperlink to the company web site and 50-word company description
- [202] One Sponsor of the Month with logo and hyperlink to the company web site on our Home page
- [303] Sponsorship of one in-person program (includes one table top display and a 3 – 5 minute presentation to the attendees)
- [302] One Payer Day Standard Exhibit with complimentary registration for two company representatives

Gold [UNLIMITED AVAILABLE] \$1,500 – Valued at \$1,695

- [701] One Affiliate membership in Massachusetts/Rhode Island MGMA
- [101] Four Premium Placement E-News advertisements with a hyperlink to the company web site
- [201] One year corporate web site listing with logo and hyperlink to the company web site and 50-word company description
- 15% discount on one Payer Day Standard Exhibit with complimentary registration for one company representative

SPONSOR PACKAGES *Continued*

Silver [UNLIMITED AVAILABLE] \$1,000 – Valued at \$1,345

- [701] One Affiliate membership in Massachusetts/Rhode Island MGMA
- [101] Two Premium Placement E-News advertisements with a hyperlink to the company web site
- [201] One year corporate web site listing with logo and hyperlink to the company web site and 50-word company description
- 10% discount on one Payer Day Standard Exhibit with complimentary registration for one company representative

Bronze [UNLIMITED AVAILABLE] \$750 – Valued at \$1,115

- [701] One Affiliate membership in Massachusetts/Rhode Island MGMA
- [101] One Premium Placement E-News advertisements with a hyperlink to the company web site
- [201] One year corporate web site listing with logo and hyperlink to the company web site and 50-word company description
- 10% discount on one Payer Day Standard Exhibit with complimentary registration for one company representative

Don't want a package? Sponsorships are also sold a la carte. See order form for rates. Contact the Massachusetts/Rhode Island MGMA Team at Association Matters, Inc. 410.527.0780 or email Info@mmgma.com.

ADDITIONAL MEMBERSHIP OPTION

Additional memberships are available for Package sponsors for \$100. To take advantage of this opportunity, please contact the MA/RI MGMA Team at Info@mmgma.com or call 410.527.0780. A sponsor package must be paid in full to take advantage of this opportunity.

VISIT OUR WEB SITE TO FIND A LIST OF ALL UPCOMING EVENTS!

www.mmgma.com/events

SPONSORSHIP SPECIFICATIONS

This section includes the specifications for each marketing item. Please share this information with the appropriate people in, or affiliated with, your company who need them [IE: Tradeshow Coordinator, Graphic Artist].

E-NEWS ADVERTISEMENT

Please email the following information to info@mmgma.com:

- Digital ad sized to 300px x 300px in JPEG, GIF, or PNG format
- Web site address for hyperlink

WEB SITE CORPORATE LISTING

Please email the following information to info@mmgma.com:

- High-Resolution corporate logo in JPEG, GIF or PNG format
- Web site address for hyperlink
- 50-word company description

WEB SITE SPONSOR OF THE MONTH

Please email the following information to info@mmgma.com:

- High-Resolution corporate logo in JPEG, GIF or PNG format
- Web site address for hyperlink

EVENT SPONSORSHIP

IN-PERSON

Please email the following information to info@mmgma.com:

- High-Resolution corporate logo in JPEG, GIF, or PNG format
- Web site address for hyperlink

You receive:

- Corporate logo in JPEG, GIF or PNG format and hyperlink to your web site
- Name of 1 company representative to be on-site for the program
- One six-foot exhibit table top display to distribute marketing materials
- 3 minutes to offer a brief presentation to the attendees about your company, products and/or services
- Corporate logo on a PowerPoint presentation shown during the program

WESTBOROUGH PAYER DAY SPONSORSHIP SPECIFICATIONS

Thursday, March 16, 2017 • Westborough DoubleTree Hotel, 5400 Computer Drive, Westborough, MA 01581

- **Exhibit space** includes one six foot table, one chair, electrical outlet, internet connection, meals for one [1] company representative, company logo and hyperlink on web site, company logo on a PowerPoint presentation shown during the program
- **Additional company representative** may participate for an additional charge
- **Lanyards** will include your company logo
- **Conference Tote Bags** will include your company logo in the printable area of the tote bag
- **Meal sponsorship** includes placards with your company name and logo and recognition on the program agenda

Please send the following information to info@mmgma.com:

- High-Resolution corporate logo in JPEG, GIF, or PNG format
- Web site address
- Name of company representatives(s)

ORDERING INFORMATION

For additional information you can contact the Massachusetts/Rhode Island MGMA Team at 410.527.0780 or Info@mmgma.com.

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ORDER FORM

Company _____
 Contact _____ Title _____
 Phone _____ Fax _____
 Email _____

Please indicate the Corporate Sponsor package of choice or a la carte item(s) with a "✓" or "X" and then complete the payment section.

- | | | |
|---|--|--|
| <input type="checkbox"/> Diamond \$ 3,500 | <input type="checkbox"/> Sapphire \$ 3,000 | <input type="checkbox"/> Ruby \$ 2,500 |
| <input type="checkbox"/> Gold \$ 1,500 | <input type="checkbox"/> Silver \$ 1,000 | <input type="checkbox"/> Bronze \$ 750 |

E-NEWS ADVERTISEMENT

- 102 General Placement \$100/issue _____

WEB SITE

- 201 Corporate Listing \$200/year _____
 202 Sponsor of the Month \$200/month _____

EVENT [all events other than Payer Day]

- 303 In-Person \$500 _____
 303 Webinar \$500 _____

PAYER DAY PROGRAM [Westborough]

- 302 Exhibit Standard \$600 _____
 304 Additional Rep. \$75/each _____
 306 Lanyards \$600 _____
 307 Tote Bags \$1,100 _____
 401 Breakfast \$750 _____
 402 Lunch \$1,100 _____
 404 Morning Refresher \$400 _____
 405 Afternoon Refresher \$400 _____

MEMBERSHIP

- 701 Business Partner \$195 _____

TOTAL \$ _____

Membership Given To _____

Member's Email _____

Member's Phone Number _____

PAYMENT METHOD

___ Check Payable to Massachusetts/Rhode Island MGMA

___ Visa ___ MasterCard
 ___ Discover ___ AMEX

CREDIT AUTHORIZATION

Cardholder _____

Card Number _____

Expiration Date _____

3-Digit Security Code [Visa, MC, Discover] _____

4-Digit Security Code [AMEX] _____

Billing Address _____

Phone Number _____

Signature _____