



Sponsor and Exhibitor Prospectus



September 11 - 13, 2019
Meridian, Idaho

2019 IDAHO MGMA ANNUAL CONFERENCE

Thank you for your interest in Exhibiting or Sponsoring at the Idaho MGMA Annual Conference!



We Welcome You!

The 2019 Idaho MGMA Annual Meeting is an extraordinary educational and networking conference for up to 100 administrators, CEOs, CFOs, medical practice managers, physicians, and other healthcare practice leaders. This year's conference will take place at Galaxy Event Center in Meridian, Idaho on September 11-13. Our Annual Conference is an effective avenue for sponsors and exhibitors to showcase their companies and promote the services they provide to the 'decision makers' of several different healthcare organizations. If one of your target audiences is medical practices, the 2019 Idaho MGMA Annual Conference should be on your calendar.

Conference Theme: This year's conference theme is *"Checking the Pulse of Medical Managers"*. This theme of encouraging resiliency, avoiding burnout, and an overall focus on self-care will be incorporated into the conference to help engage and entertain attendees. Exhibitors and Sponsors are also encouraged to participate in the theme by decorating their booth or with appropriate attire.

Thank you for taking the time to review the Sponsor and Exhibitor Prospectus and for your consideration in collaborating with Idaho MGMA. Please contact our Executive Director at 208-344-7888 or idahomgma@gmail.com if you would like additional information about available opportunities contained within this packet or your participation at the 2019 Annual Conference.

We look forward to seeing you in Meridian this September!

Cindy Hodges
Human Resource Director, Saltzer Medical Group, Nampa, ID
Conference Director

Register online to secure your sponsorship or exhibitor booth: www.imgma.com

Conference Sponsor & Exhibitor Overview

Platinum Sponsorship \$4,250

Annual Awards Reception

Gold Sponsorships \$3,250

Conference Welcome Reception
Conference Business Luncheon
Conference Program

Silver Sponsorships \$2,250

Conference Bag
Conference Flash Drive
Conference Keynote Speaker
Conference Name Badge Holders
Conference Technology

Bronze Sponsorship \$1,250

Enhanced Exhibitor Package

Exhibitor Booth

\$800 (by August 2nd)

\$900 (by August 16th)

\$1,000 (after August 16th)

Golf Tournament Sponsorships

- Golf Hole Sponsorships \$100 (up to 14 available)
 - Tournament Sponsorships \$250 (up to 4 available)
- *Must be a conference exhibitor to purchase.*

SPONSORSHIP DESCRIPTIONS

General benefits for all levels of sponsorship include:

- Premium conference booth location (*based on sponsorship level and first-paid basis*)
- An electronic mailing list of attendees to promote visits to your booth – **a sponsor exclusive**
- Your organization logo and website link displayed on the Idaho MGMA homepage
- Free listing on Idaho MGMA's online vendor directory
- Prominent inclusion of logo on attendee bingo card to ensure traffic to your booth (quality of time spent with registrants is up to your representatives and is not guaranteed by Idaho MGMA)
- Your logo featured on printed conference marketing materials (signage, conference program, etc.)
- Sponsor name badge ribbons

PLATINUM SPONSORSHIP - \$4,250

Thursday Evening Cocktail Hour, Banquet & Entertainment

An opportunity for you to address attendees and introduce the evening's entertainment at our annual Awards Reception, which features a cocktail hour, dinner, and live entertainment. In addition to the general benefits all sponsors receive, you will also receive...

- Six representative registrations and six Annual Awards Reception tickets
 - 10-minute speaking opportunity prior to opening keynote
 - Your logo featured on signage near food and drink stations during the awards reception
 - Distribution of your handouts to attendees during the awards reception
- Plus,
- A full-page color ad in the conference program
 - A golf hole sponsorship during Idaho MGMA Mini-Golf Tournament (includes two representative tickets, plus signage on your sponsored hole of the course, and recognition at the awards presentation in front of all Idaho MGMA attendees)

GOLD SPONSORSHIP - \$3,250

In addition to general sponsor benefits (see page 4), all Gold Sponsors receive:

- Four representative registrations and four Annual Awards Reception tickets
- Plus,
- A half-page color ad in the conference program (Note: Program sponsor receives a full-page ad)

GOLD SPONSOR OPPORTUNITIES:

Conference Business Luncheon

An opportunity for a representative to address attendees during Idaho MGMA's Business Luncheon.

Register online to secure your sponsorship or exhibitor booth: www.imgma.com

This is one of the more interactive opportunities in a group setting that the conference will offer. In addition to the general benefits all sponsors receive, you will also receive...

- Your logo displayed during the business luncheon
- An opportunity to introduce your organization and products/services
- Distribution of your handouts to attendees during the event



Conference Welcome Reception

An opportunity for your representatives to interact on a personal level during the conference's welcome reception! This is one of the most interactive opportunities in a group setting the conference will offer. In addition to the general benefits all sponsors receive, you will also receive...

- Your logo featured on signage near food and drink stations during the welcome reception
- An opportunity to introduce your organization and products/services
- Distribution of your handouts to attendees during the event

Conference Program

Your logo on the cover of the conference program provided to all attendees. The conference program includes the conference schedule, venue map, speaker highlights, and exhibitor list and floor plan, plus plenty of space for taking notes. In addition to the general benefits all sponsors receive, you will also receive...

- A full-page color ad in the conference program

SILVER SPONSORSHIP - \$2,250

In addition to general sponsor benefits (see page 4), all Silver Sponsors receive:

- Four representative registrations and four Annual Awards Reception tickets

SILVER SPONSOR OPPORTUNITIES:

Conference Bag

Your organization logo exclusively featured on conference bags handed out to all attendees containing the conference program, flash drive, and other pertinent materials. Plus, the general benefits all sponsors receive.



Conference Thumb Drive

Your organization logo exclusively featured on flash drives containing speaker handouts, schedules, directions, and other must-have information attendees will refer to during the conference. Plus, the general benefits all sponsors receive.



Conference Keynote Speaker (One Available)

An opportunity for a representative of your organization to address attendees and introduce one of the conference's keynote speakers. In addition to the general benefits all sponsors receive, you will also receive...

- Your organization logo projected in the room prior to the keynote address
- An opportunity to introduce your organization and products/services
- Reserved seating at the keynote presentation
- Distribution of your handouts to attendees prior to the keynote presentation

Conference Technology

Your organization logo displayed on tables in the conference's general session and breakout rooms acknowledging your organization as the sponsor of all A/V equipment, including Wi-Fi access, projectors, and screens for the duration of the conference. Plus, the general benefits all sponsors receive.

Conference Name Badge Holders

An opportunity for constant recognition with your organization logo on name badge holders used by attendees throughout the conference. Plus, the general benefits all sponsors receive.

BRONZE SPONSORSHIP - \$1,250

Instead of the standard exhibit registration, take advantage of this value-added package that includes increased exposure through a variety of marketing opportunities.

In addition to general sponsor benefits (see page 4), all Bronze Sponsors receive:

- Three representative registrations and three Annual Awards Reception tickets

Sponsorship Deadlines

All sponsors must submit their company logos to us at idadhomgma@gmail.com by **August 23, 2019** to be included in the printed conference materials. If the artwork is not received by the above deadline, only the sponsor's name will be placed on the appropriate conference item and signage. All sponsors must submit their company logos in .jpeg and .eps format if available.

Last date to purchase sponsorship with guarantee of full benefits as listed – August 16, 2019.

Sponsorships acquired after this date may not receive the full advertising benefits due to print deadlines.

Sponsorships must be **paid in full** at the time of registration, **sponsorships will not be guaranteed without payment at the time of registration.**

Sponsorship opportunities are available on a first-paid first-served basis -- register early to ensure your preferred opportunity.

EXHIBIT BOOTH ONLY

[Exhibitor - \\$1,000 \(after August 16\)](#)

[Early Bird - \\$900 \(by August 16\)](#)

[Early Early Bird - \\$800 \(by August 2\)](#)

EXHIBITOR ONLY REGISTRATION INCLUDES: Registration for two representatives and two Annual Awards Reception tickets, listing in the conference promotional materials and Exhibitor Hall signage, breakfast and lunch for representatives, name inclusion on attendee bingo card, free listing on Idaho MGMA's online vendor directory, exhibitor ribbons, and admission to the Welcome Reception.

Additional representative admission, tickets for the Annual Awards Reception, and Mini-Golf Tournament sponsorship may be purchased separately from Idaho MGMA. Contact Idaho MGMA Executive Director, at 208-344-7888 or idahomgma@gmail.com to order.



Mini Golf Tournament Sponsorships

**Wahooz Family Fun Zone
Wednesday, September 11th, 4pm**

Add to your investment with one of our Mini Golf Tournament Sponsorships! It is a wonderful opportunity to increase your company's visibility and meet with medical practice administrators while having a blast at the Wahooz Family Fun Zone!

****Only 2019 meeting sponsors and exhibitors may secure Tournament Sponsorships and play.***

Non-healthcare Golf Hole Sponsors may be a sponsor, but cannot play in the tournament.

*****Golf Hole or Golf Tournament Sponsorship is required to play in the tournament.***

Your Golf Tournament Sponsorship includes your "green fees" and placement on a team of Idaho MGMA members. The tournament format is a shotgun/scramble. Additional representatives may participate at a rate of \$15 per player.

Golf Hole Sponsorship (14 available).....\$100

- Includes tournament fees for one representative
- Plus, signage on one hole of the course and recognition at the awards presentation to occur in front of all Idaho MGMA attendees

Tournament Sponsorship (4 available)\$250

- Includes tournament fees for two representatives
- Plus, signage on one hole of the course and a table to hand out swag and goodies
- Recognition at the awards presentation to occur in front of all Idaho MGMA attendees
- Special acknowledgement at the opening of the tournament
- And company logo on various golf tournament goodies such as golf balls, hats, bags, towels, etc. to be determined. If you have any suggested sponsor items to provide to attendees, please let us know.

Register online to secure your sponsorship or exhibitor booth: www.imgma.com



THEME

This year's conference theme is **"Checking the Pulse of Medical Managers"**. Exhibitors are encouraged to decorate their booths in accordance with the theme. Attendees will be provided with ballots to vote for the exhibition booths according to Best Theme and Most Helpful.

ATTENDEES

Attendees at this conference include medical group practice managers, administrators, CEOs, presidents, supervisors and other management personnel representing medical group practices throughout Idaho. Fields of expertise include: Administration, Billing/Coding, Operations, Materials Management, Clinic Management, Human Resources and more. We anticipate over 100 attendees to participate at this year's event. Last year's Idaho MGMA conference attracted a broad mix of private practice and integrated care representatives. We expect a similar mix to be represented this year.

CONFERENCE LOCATION

The Galaxy Event Center
1385 S Blue Marlin Ln, Meridian, ID 83642

LODGING RESERVATIONS

TownePlace Suites Meridian, ID
1415 Eagle Road S, Meridian, ID 83642
To reserve a room, please call: 1-208-884-8550 and let them know you are with IMGMA

Idaho MGMA has secured a block of rooms at a group rate starting at \$107.00 per night. Reservations must be made by **August 30, 2019** to guarantee the base room rate listed above.

The hotel's check-in time is 4:00 p.m. and the check-out time is 12:00 p.m. Early check-in is based on a "space available" basis and will not be guaranteed. Individuals staying in their rooms beyond check-out time will be billed one (1) additional night's stay. Late check-out is provided based on availability, although some charges may apply. Arrangements can be made by contacting the front desk. Luggage storage is limited, but available either for early arrival or late departure.

Support us by booking your stay within the Idaho MGMA hotel block at the TownePlace Suites Meridian, ID, and help us avoid fees that result from unfilled rooms. We value your support!

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TRANSPORTATION AND PARKING

The TownePlace Suites Meridian, ID offers complimentary on-site, overnight self-parking for individuals who have lodging reservations. A shuttle will NOT be available between the hotel and conference venue. Free on-site parking will be available at the Galaxy Event Center.

EXHIBIT SPACE

Each sponsor or exhibitor will be provided a 6' x 8' booth. One 6' table with linen and two chairs will be provided, along with electrical service to your booth. Wireless internet *access will be available at no additional charge*. Conference sponsors and exhibitors will not be able to acquire additional items or equipment from The Galaxy Event Center or Idaho MGMA at the time of the conference (e.g. computers, monitors, etc.)

Sponsors will have first choice in booth selection in the order their payment is received. Booth assignments will be made by the start of September.

CONFIRMATION / BOOTH ASSIGNMENTS

Exhibit hall layout will be available for review when finalized. Contact the Executive Director if you have not received an exhibitor confirmation within 15 days of submitting your exhibitor agreement. You will be notified of your booth assignment no later than September 6, 2019. *Assignments will be made first based on sponsorship priority and second on a first paid basis.*

REPRESENTATIVE REGISTRATION

All exhibitor representatives must be registered for the meeting. **A standard booth includes two meeting registrations for two exhibit representatives.** If additional representatives would like to attend, they must be registered and there will be an associated charge of \$125. See attached Exhibit Agreement to register additional representatives.

See the conference schedule for a complete list of activities with premier opportunities to network with our attendees, including a golf tournament, opening night hospitality suite, general sessions, cocktail hour, awards dinner, and luncheons. Exhibitor representatives are also welcome to participate in the conference breakout sessions. Exhibitors can purchase additional tickets to the Thursday evening dinner and entertainment by contacting our Executive Director at 208-344-7888 or idahomgma@gmail.com.

EXHIBIT DAYS

Thursday, September 12th – 7:00 AM to 4:00 PM

Friday, September 13th – 8:00 AM – 12:00PM

Move In: Wednesday, September 11th – 3:00 PM – 5:00 PM

Move Out: Friday, September 13th – 12:00 PM – 1:00 PM

ATTENDEE LISTS

Only sponsors are eligible to receive an electronic list of attendees prior to the conference to promote visits to their booth. This list will be sent via email to the sponsor contacts on file by September 6th, 2019.

All exhibitors will receive a hard copy list of the attendees at the start of the meeting along with a conference schedule. Post conference, all exhibitors will receive an electronic attendee list in an Excel format, including telephone, fax and mailing address.

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PRIZE AWARDS FOR EXHIBITORS

Prizes are awarded to the Sponsor/Exhibitor receiving the most votes from attendees for: “Best Demonstrating Conference Theme” and “Most Helpful.”

CONFERENCE SHIPPING AND RECEIVING

You will be responsible for all shipping charges, as well as adequately packaging goods and properly filling out all paperwork. Please use the address below for any boxes or exhibit materials which will need to be shipped to The Galaxy Event Center:

IMGMA Conference Vendor
 Attn: Troy DeRosier
 1385 S Blue Marlin Ln
 Meridian, ID 83642
 Box _____ of _____ (# of Boxes)

When shipping to this address, please also label each piece of freight as follows: Name of show, name(s) affiliated with booth, name of company, and booth number. Note on the label or package the total number of pieces, such as "1 of 6", "2 of 6", etc.

The Galaxy Event Center **will accept packages no earlier than three days before the conference**. It is advisable you keep tracking numbers to verify the location of your packages. Please be aware that:

1. The Galaxy Event Center is not liable for lost or stolen packages.
2. The Galaxy Event Center is not responsible for any damage to uncrated or improperly packaged materials or concealed damage.
3. The Galaxy Event Center will not be liable to any extent for any actual, potential, or assumed loss of profits or revenues, or for any collateral costs, which may result from any loss, or damage to an exhibitor's materials which may make it impossible or impractical to exhibit the same.

OUTGOING FREIGHT AND PACKAGES

You will be responsible for picking up and shipping freight from your booth after the show. For questions related to outgoing freight and packages, please contact Troy DeRosier at troy@roaringsprings.com. Outgoing shipments must be charged to a personal or corporate credit card.

FAILURE TO OCCUPY SPACE

The exhibitor will forfeit space not occupied by 7:00 AM on Thursday, September 12, 2019, unless prior arrangements are made. Exhibitor's space may be resold, reassigned or used by the conference management. If you are having difficulty meeting this deadline, please call Sara Olson at 208-344-7888 and discuss additional arrangements.

LIABILITY

It is agreed that exhibitors will assume entire responsibility and hereby agree to protect, indemnify, and defend and hold Idaho MGMA, and The Galaxy Event Center and their employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or any part thereof.

In addition, exhibitor acknowledges that the Idaho MGMA and The Galaxy Event Center do not maintain insurance coverage for exhibitor's property or injury to exhibitor or its representatives, agents, employees, licensees or invitees. It is recommended that exhibitor obtain adequate insurance coverage, at its own expense, for property loss or damage and liability for personal injury.

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CANCELLATION OR POSTPONEMENT OF CONFERENCE

In the event the conference is postponed due to any occurrence not occasioned by the conduct of Idaho MGMA and The Galaxy Event Center, or that such occurrence be an act of God or the result of war, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons not party or privy to this contract, then the performance of such parties under this contract shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. If such occurrence results in cancellation of the conference, each party hereby releases the other from all obligations under this contract.

CANCELLATION

Any exhibitor desiring to cancel exhibit space for the conference shall notify the Idaho MGMA Executive Director in writing either by mail or email sent to idahomgma@gmail.com. An administrative fee of \$200.00 is withheld on all refunds. **No refunds will be given on cancellations after August 16, 2019.**

GOLF TOURNAMENT

The 1st ever Idaho MGMA Mini Golf Tournament Scramble will be held at Wahooz Family Fun Zone on Wednesday, September 11th. Come have fun in the sun with conference attendees and enjoy some mini golf obstacles with fun challenges awaiting you at each hole.

A minimum of one golf hole sponsorship is required for exhibitors/sponsors from the conference to play in the tournament. Each golf hole sponsorship includes fees for one representative/player and hole sponsorship signage. Additional players may play at a price of \$15 per player. Fees for the tournament include 18 holes of mini golf. Additional sponsorships are available. Please see page 8 for details.

The format for the golf tournament will be a shotgun style start.

Exhibit Practices and Regulations

Restrictions and Use of Space

Idaho Medical Group Management Association (Idaho MGMA), reserves the right to restrict exhibits, without refund, that have been falsely submitted, and to terminate an agreement if payment is not received within five days of receipt of agreement. Payment is expected at the time of registration; sponsorship commitments will not be guaranteed without payment within the specified time.

Distribution of literature, samples, etc. in the exhibit area by firms not participating as a registered exhibitor is prohibited.

No exhibitor shall sublet, assign, or share any of the space allocated to him without prior consent of show management. Exhibitor representatives must be employees or designated agents of the exhibiting company. Exhibitor representatives may not represent other companies other than the company contracting for the exhibit space.

Solicitations or demonstrations by exhibitors must be confined within the bounds of their own respective booths.

Aisle space shall not be used for exhibit purposes. Display signs and displays are also prohibited in any of the public space or elsewhere on the premises of the conference and lodging facilities. Social activities sponsored by an exhibitor that might conflict with the conference schedule must be cleared with Idaho MGMA.

Electronic and other apparatus must be operated so that the noise will not interfere with other exhibitors. No musical presentations are allowed, live or mechanical, without the written authorization of Idaho MGMA.

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All display materials and decorations must comply with requirements of the local fire authorities. Display fabrics must be nonflammable.

Care must be taken by the exhibitor not to deface or destroy any part of the exhibit area. In the event of property damage caused by him/her, the exhibitor will be held responsible.

Use of the name "Idaho Medical Group Management Association" or that of any officer of Idaho MGMA, in recommendation or endorsement of a product or service, is expressly prohibited.

Animals or pets, except for ADA Service Animals, are not permitted on the exhibit floor for this event.

Helium, or lighter than air, filled balloons are not permitted on the exhibit floor.

If tape is to be used on the exhibit floor, it must be Shur Tape or Bron Tape BT-100 or BT-105.



If you have any questions or concerns, please contact:

Sara Olson | Idaho MGMA Executive Director

Phone: 1-208-344-7888 | Fax: 1-208-344-7903 | idahomgma@gmail.com

Mailing Address: PO Box 832 | Boise, ID 83701