Please accept our invitation to highlight your company and reach medical practice administrators and managers throughout Missouri. Medical Group Management Association of Missouri is a professional association dedicated to serving the unique needs of practice administrators throughout the state.

In this brochure we will share opportunities for your company to connect with professionals whose focus is in medical practice administration. These opportunities include becoming a MGMA-Missouri Business Partner member, exhibiting, sponsorships, product demonstrations and advertising.

Membership Opportunities

When you join MGMA-Missouri as a Business Partner member you are aligning your company with our association and our members are encouraged to take advantage of your industry knowledge and expertise. Business Partner members contribute healthcare industry articles to our newsletter, are listed in our member database and receive discounts on events.

Exhibitor and Conference Sponsorship Opportunities

The MGMA-Missouri Spring Conference is a great opportunity to promote your products and services and network with practice administrators. Our exhibitors interact with approximately 200 attendees and are invited to attend all general sessions, breakout sessions, meals and events.

Exhibitor Demonstrations

We will offer Demonstration Sessions on Monday, May 8th during our Spring Conference. These sessions are designed to accommodate conference participants that are interested in viewing products and services offered for their practice. This is your opportunity to host a targeted demonstration to a select audience that has expressed a direct interest in your product or service. Each demo session is allocated thirty minutes.

Advertising Opportunities

Our growing network of industry professionals prefer online, electronic communications for news and information. Six times a year over 300 professionals within our membership receive Communiqué, our industry news and information newsletter. We also use this publication to send to administrators across the state who are interested in membership. All newsletters are archived on our website for members and outside parties to access.

Website Sponsor

The MGMA-Missouri website, mgma-mo.org, is our face on the web. Our website houses tools and information, association news, conference information and pictures, sponsor listings, Career Center and a Members Only area that includes a membership directory plus a variety of other resources. Your logo appears on our home page and includes a link that will take visitors and members directly to your company website.
**Education**

The MGMA-Missouri Spring Conference is an annual event and begins Sunday, May 7th and concludes Tuesday, May 9th. Nationally-recognized speakers present general, specialty and breakout sessions designed to educate and respond to the ever changing healthcare management industry. Our program routinely receives accreditation from the ACMPE and AAPC.

**Attendees**

Approximately 200 practice administrators, managers and medical group professionals from Missouri and the surrounding area come together for this educational and networking event.

**Networking Opportunities**

Networking is ranked second behind education as the reason our attendees come back year after year. Through riveting sessions, an inviting exhibit hall, great meals and fun events our agenda is built with you in mind. With six hours of direct exhibitor contact, our goal is to provide you the opportunity to market your services and products to decision makers across the state.

**Exhibit Hall**

Seventy-five 8’x 10’ booths are available. Each booth will be furnished with a draped table, electricity, wireless internet access, signage, and two chairs. Base fees for exhibit space include conference meals and attendance at educational sessions for two primary representatives. Additional company representatives may attend at an additional fee. Booth locations are assigned based on the level of sponsorship in the conference as well as the order applications are received with payment.

**Location**

Lake of the Ozarks, Tan-Tar-A Resort, Osage Beach. Call 1-800-TANTARA and use group code MDCL for reservations.

Sign up today to become a conference sponsor or exhibitor at mgma-mo.org.
We hope you will join us at our Spring Conference, Leader Champions | Practice Champions.

Booth assignments will be made in the order of the receipt of your completed exhibitor application and payment. Special consideration of booth placement will be given to sponsors of our events. Booth prices include an 8’x 10’ booth furnished with pipe and draped table, electricity, two chairs, wireless internet and signage. Your booth fee also includes a pre and post conference attendee list in Excel format.

Outlined below are our four conference sponsorship levels based on your level of support. You do not have to exhibit to take advantage of the sponsor opportunities. Sponsors will receive special recognition at the conference and in our printed materials.

Platinum Level ($10,000 or above)
- Exhibit Booth Space and Premiere booth assignment in the exhibit hall
- Two standard rooms for Sunday and Monday evenings
- Attendance for up to ten representatives
- Recognition on the Association’s web site and a link to company web site
- Opportunity to introduce a keynote speaker and address the audience

Gold Level ($7,000 - $9,999)
- Exhibit Booth Space and Premiere booth assignment in the exhibit hall
- One standard room for Sunday and Monday evenings
- Attendance for up to eight representatives
- Recognition on the Association’s web site and a link to company web site

Silver Level ($4,000 - $6,999)
- Exhibit Booth Space and Premiere booth assignment in the exhibit hall
- Attendance for up to six representatives
- Recognition on the Association’s web site

Bronze Level ($2,500 - $3,999)
- Exhibit Booth Space and Premiere booth assignment in the exhibit hall
- Attendance for up to four representatives
- Recognition on the Association’s web site

Spring Conference Booth Fees:

<table>
<thead>
<tr>
<th>Before</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/31/16</td>
<td>12/31/16</td>
</tr>
<tr>
<td>Exhibitor Booth - MGMA-MO Business Partner Member</td>
<td>$950</td>
</tr>
<tr>
<td>Exhibitor Booth - Non Member</td>
<td>$1,150*</td>
</tr>
</tbody>
</table>

*Not a member? Join now for $180 and save $300 off your booth fee!

**SIGN UP TODAY TO BECOME A BUSINESS PARTNER MEMBER, SPONSOR OR EXHIBITOR!**

mgma-mo.org
MGMA-MISSOURI 2017 SPRING CONFERENCE
May 7-9, 2017 – Osage Beach, MO

SPONSORSHIP OPPORTUNITIES

MGMA-Missouri appreciates the financial assistance provided by our business partners, exhibitors and supporters that sponsor our Spring conference events. Your sponsorship allows us to provide a range of professional development activities for our members.

A variety of events are available for sponsorship at the 2017 Spring Conference. Sponsors are recognized in the conference brochure, official program booklet, at the sponsored event and are given premium booth placement. Those companies currently listed as sponsors made their commitments at the end of the 2017 conference.

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Cost</th>
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<tbody>
<tr>
<td>Sunday Evening Cocktails &amp; Dinner</td>
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<tr>
<td>Sunday Night Cocktail Party at Mr. D’s</td>
<td>$4,000</td>
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<td>Monday Evening Cocktails &amp; Reception</td>
<td>$6,000</td>
</tr>
<tr>
<td>Monday Lunch</td>
<td>$7,500</td>
</tr>
<tr>
<td>Monday Lunch - ProAssurance</td>
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<tr>
<td>Monday Breakfast</td>
<td>$5,000</td>
</tr>
<tr>
<td>Tuesday Breakfast</td>
<td>$5,000</td>
</tr>
<tr>
<td>General Session 1</td>
<td>$2,500</td>
</tr>
<tr>
<td>General Session 2</td>
<td>$2,500</td>
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<tr>
<td>General Session 3</td>
<td>$2,500</td>
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<tr>
<td>Conference Attendee Gift (Padfolio)</td>
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<tr>
<td>First Time Attendee and New Member Reception</td>
<td>$2,000</td>
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<tr>
<td>Program Booklet</td>
<td>$2,000</td>
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<tr>
<td>Conference Mobile App</td>
<td>$2,000</td>
</tr>
<tr>
<td>Monday Morning Break</td>
<td>$1,500</td>
</tr>
<tr>
<td>Monday Afternoon Break</td>
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<tr>
<td>Tuesday Morning Break</td>
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<tr>
<td>Photo Booth</td>
<td>$1,500</td>
</tr>
<tr>
<td>GOBO</td>
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</tr>
<tr>
<td>Attendee Name Badge Holder</td>
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<tr>
<td>Email Station</td>
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<td>Education Sponsor</td>
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</tbody>
</table>
MGMA-Missouri’s *Communique* is published bi-monthly to our entire membership roster and used as a marketing tool to attract new members. Newsletters are archived on our website for a period of one year.

**PRICE PER ISSUE:**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>Full Page Ad</td>
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<td>$400</td>
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*A discount of 10% off total with placement of four or more ads.

**DATES OF PUBLICATION:**

<table>
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<th>Month</th>
<th>Date</th>
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<tr>
<td>February</td>
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</tr>
<tr>
<td>April</td>
<td>14, 2017</td>
</tr>
<tr>
<td>June</td>
<td>15, 2017</td>
</tr>
<tr>
<td>August</td>
<td>15, 2017</td>
</tr>
<tr>
<td>October</td>
<td>16, 2017</td>
</tr>
<tr>
<td>December</td>
<td>15, 2017</td>
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**DEADLINE FOR AD PLACEMENT:**

10 days before scheduled date of publication

**ACCEPTABLE AD FORMATS:**

.pdf, .jpg, .tif

**AD SIZES:**

<table>
<thead>
<tr>
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<th>Dimensions</th>
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<tbody>
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<td>Half Page Ad</td>
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</tr>
<tr>
<td>Quarter Page Ad</td>
<td>4”w x 4.75”h</td>
</tr>
</tbody>
</table>

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This is my favorite time of the year. The temperature change is refreshing after a long summer heat and the crisp morning air is an awakening of things to come. The wind seems to change from the south in the north and can be bitterly cold some days. Mostly I enjoy the change of colors that occurs with the trees. I am hoping for beautiful colors this year with all of the rain we received during the summer months.

The change from summer to fall reminds me of how healthcare is changing and how I have prepared my group for this change. I needed a刷新陈 of change management techniques as I get out my notes on workshops and seminars I have benefited from over the years. One was an article I read entitled “10 Principles of Change,” by John Jones, DeAnne Aguirre and Matthew Calderone. I will briefly summarize their thoughts below.

1. **Address the “human side” systematically**. Any significant change will create anxiety without being reactive in nature.
2. **Start at the top**. This goes without saying but is important to note. Changes that do not come from the top is not supported and endorsed by those who are going to answer for the change in the future. Success is best made when executive teams work well together.
3. **Involve every layer**. Successful change must include select leaders from every level of the organization as agents or champions for the change. These leaders must also be aligned with the organization’s vision and supportive of change.
4. **Make the formal case**. People will inherently want to know why the change is necessary, whether the company is headed in the right direction, and what the change means to them personally. Success is best built on transparently and honestly answering these questions to those invested coworkers as thoroughly as you can, as quickly as you can.
5. **Create ownership**. Jones, Aguirre and Calderone state, “Leaders of large change programs must over-perform during the transformation and be the zealots who create a critical mass among the work force in favor of change. This requires more than mere buy-in or passive agreement that the direction of change is acceptable. It demands ownership by leaders willing to accept responsibility for making change happen in all of the areas they influence or control. Ownership is often best created by involving people in identifying problems and crafting solutions.”

---

**Letter from the President**

Jeff Rush, CPA, MBA
President, MGMA-MO

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The MGMA Missouri Website - www.mgma-mo.org is our face on the web and one of the key methods of sharing communications between the MGMA-Missouri members. In addition to providing online membership applications and conference information, our website also contains sponsor information, industry news and updates, and a Members Only area that includes a membership directory, list serve, and other resources. MGMA-Missouri members are comprised of over 350 medical practice managers representing large and small group practices including free standing, hospital-affiliated, and university-affiliated medical groups. These groups represent over 2,000 physicians across the state and provide an unlimited source of information and resources.

What’s included in your website sponsorship?

- Listing on the Sponsorship Area of our website
- Company logo
- Company contact information (POC, email, & number)
- Full description of your offered services
- Link back to your company’s website

For more information on Website Sponsorship
Email: info@mgma-mo.org
Phone: (573) 556-6111

Don’t miss an opportunity to significantly increase your visibility within the Missouri medical community
MGMA-MISSOURI 2017 Vendor Commitment Sheet
(Register online at mgma-mo.org)

Exact Company Name for Signage:

Contact Person: Phone:

Address: City: State: Zip:

Email Address: Company Website:

What product or service will you be promoting?

Spring Conference - May 7-9 , 2017, Tan-Tar-A Resort, Osage Beach, MO

Exhibit Booth

<table>
<thead>
<tr>
<th>Before 12/31/16</th>
<th>After 12/31/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGMA-MO Business Partner Member</td>
<td>$ 950</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$1,150</td>
</tr>
</tbody>
</table>

Conference Sponsorship Item/Event:

Exhibitor Demonstrations, for Exhibiting Companies Only • Space is Limited to 8 Vendors

| | Before 12/31/16 | After 12/31/16 |
|-----------------|---------------|
| MGMA-MO Business Partner Member | $300 |
| Non Member | $500 |

Newsletter Advertising

Price Per Issue:

- Full Page Ad: $750 x # issues* |
- Half Page Ad: $400 x # issues* |
- Quarter Page Ad: $250 x # issues* |

Preferred Months: □ December  □ February □ April  □ June  □ August □ October

*Please apply a 10% discount off total with placement of four or more ads.

Website Sponsor

Annual Website Sponsor Logo, Link & Listing: $750

TOTAL: $______

Please make check payable to: MGMA-Missouri
PO Box 381533
Birmingham, AL 35238

If paying by credit card, please process on-line at www.mgma-mo.org
Qualifications of an Exhibitor:
MGMA-MO conference management will, in its sole discretion, determine whether a prospective Exhibitor is eligible to participate in the MGMA-MO Conference. Exhibitors shall be limited to those whose products or services are related to medical, professional, or practice interests. MGMA-MO reserves the right to refuse to provide exhibit space to any exhibitor not compatible with the general character and objectives of the MGMA-MO Conference, or if the MGMA-MO Conference is full upon receipt of the application.

Compliance:
a. Smoking inside the MGMA-MO Conference is prohibited.
b. Exhibitors may not serve alcohol inside the MGMA-MO Conference.
c. MGMA-MO Conference management reserves the right to reject, remove or prohibit any exhibit/display in whole or in part, or any Exhibitor or its representatives if, in the opinion of MGMA-MO Conference management, the exhibit or the activities of the Exhibitor or its representatives violates the contract, the Rules or Regulations, or are detrimental to the goals and purposes of the MGMA-MO Conference.
d. Prohibited or inappropriate conduct which results in the Exhibitor removal will also result in the forfeiture of all exhibit fees, or any other fees; the Exhibitor will remain liable for any damages due to its actions.
e. Use of a booth space by two or more firms is not permitted. Subletting of space is not permitted.
f. Any Exhibitor who is a “no show”, meaning that the booth is not set up and staffed by the Conference opening time, without prior permission, will forfeit his/her booth space for the duration of the MGMA-MO Conference. Non-attendance does not constitute cancellation on the Exhibitor’s part, and no refunds or credits will be issued. MGMA-MO Conference management will replace a “no show’s” booth space as it determines is in the best interest of the MGMA-MO Conference.
g. “Suit-casing” is prohibited. Suit-casing is the act of soliciting business in the aisles during the exhibition or in other public spaces, including another company’s booth or a hotel lobby.

Assignment of Exhibit Space:
a. Exhibitor may consider his/her space as reserved in the MGMA-MO conference upon acceptance of a completed application and full payment has been received. Conference Sponsors will receive premier booth placement in the exhibit hall. Other exhibitors will be assigned space based on the order in which the application and payment have been received.
b. MGMA-MO Conference management reserves the right to assign exhibit space, change the floor plan or move Exhibitor’s exhibit space, without prior notice, if MGMA-MO Conference management determines that it is in the best interest of the MGMA-MO Conference.

Cancellation by Exhibitor:
a. A refund less a $50 processing fee will be made to the Exhibitor if written notice is received by April 3, 2017.
b. Cancellations received after April 3rd but by April 14, 2017 are subject to a $200.00 cancellation fee.
c. No refunds will be issued after April 14, 2017.
d. MGMA-MO assumes no responsibility for having included the name of the cancelled Exhibitor in materials related to the MGMA-MO Conference.

Promotional Errors:
MGMA-MO will not be liable for any errors or omissions in the MGMA-MO Conference’s attendee lists, websites, newsletter or any other promotional or on-site materials. MGMA-MO assumes no responsibility for having included the name of a cancelled Exhibitor in material related to the MGMA-MO Conference.

***NO SUITCASING WILL BE ALLOWED AT ANY OF MGMA-MO’S MEETINGS***

Please note that while all meeting attendees are invited to the Exhibit Hall, any person(s) who have not paid for an Exhibit Booth at the conference who is observed to be soliciting business in the aisles or other public spaces, in another company’s booth, who is in violation of any portion of the Exhibit Policy, will be asked to leave immediately. Additional penalties may be applied. Conference Management recognizes that suit-casing may also take the form of commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly. For the purposes of this policy, suit-casing violations may occur at venues other than the exhibition floor and at other events. Conference Management must be informed of any hospitality suites, and expressed consent must be received prior to the event.
Save The Date - May 7-9
TAN-TAR-A RESORT • OSAGE BEACH, MO

MGMA-MISSOURI SPRING CONFERENCE

LEADER CHAMPIONS

PRACTICE CHAMPIONS

Sign up today to become a sponsor or exhibitor! www.mgma-mo.org