2023 SPONSORSHIP OPPORTUNITIES

NEW YORK MEDICAL GROUP MANAGEMENT ASSOCIATION

MGMA® NEW YORK

MGMA NEW YORK

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The Who's of NYMGMA

WHO WE ARE

The New York Medical Group Management Association (NyMGMA) is a vital resource for healthcare professionals and medical group managers throughout the state. New York MGMA offers advocacy, education, tools, resources and networking opportunities required to enhance, develop and mentor those who serve in the administration of the medical practice. We are the one stop resource for the practice management community in New York.

WHO ARE OUR MEMBERS

New York MGMA is comprised of approximately 400 members representing over 3,000 physicians. Our members work in a wide range of practice settings, such as: private practice, academic and hospital practice, and integrated delivery systems and represent all specialties. They are like minded individuals with similar professional goals. Of our medical practice membership, a large percentage serve in a leadership position within their medical practice. Most members categorize themselves as Administrators, Managers, Directors, Presidents or C-Suite Executives.

WHO SHOULD PARTNER WITH US

If you are looking to grow your presence in New York and want to partner with an organization who values your support, NYMGMA is the right place for you. We take the time to understand your organization's goals and needs and we'll work with you to find the right solution for your investment. Our corporate sponsorships focus on a multi-platform approach to avoid over saturation in one discipline, ensuring your message connects with our members. We have developed a variety of unique and customizable event sponsorships and exhibiting opportunities for our annual conference to spotlight your organization. And we also offer several a la carte items to maximize your exposure including Thought Leadership Session, Peer to Peer Roundtables, Spark Sessions, Webvertising and Newsletter Ads.

This booklet will give you a look at all of our year-long Corporate Sponsorship opportunities, our Annual Conference offerings as well as additional a la carte options for your consideration.

The one stop resource for New York practice managers

2023 CORPORATE SPONSORSHIPS

Amplify your impact by spotlighting your organization with a year-long, multifaceted corporate sponsorship branding campaign. This compound approach will strengthen your position with our members, your buying influence.

A corporate sponsorship with New York MGMA allows you to engage membership and develop strong partnerships through 2023.

Highlights of these packages include a multi-platform media blitz, speaking engagements, premier booth locations at our Annual Conference and monthly member webinars.

OVERVIEW:

	Diamond $10,000 (Value $18,495)	**Platinum** $7,500 (Value $11,795)	**Gold** $5,000 (Value $7,995)	**Silver** $2,000 (Value $3,550)
• 1 Affiliate Membership	✓	✓	✓	✓
• 1 E-Blast to membership announcing sponsorship	✓	✓	✓	✓
• Dedicated E-Blast Advertisements to membership with your content	4 (quarterly)	2 (1 per half yr)	2 (1 per half yr)	✗
• Newsletter article announcing sponsorship	✓	✓	✓	✓
• Newsletter ad	4 (quarterly)	4 (quarterly)	2 (1 per half yr)	1
• 1 Social Media announcement of sponsorship	✓	✓	✓	✓
• Social Media posts with your content	4 (quarterly)	2 (1 per half yr)	2 (1 per half yr)	✗
• Logo and hyperlink in footer of all electronic communications (E-Blasts)	✓	✗	✗	✗
• Logo and hyperlink on our website home page	✓	✗	✗	✗
• Logo and hyperlink with 50-word company description on Corporate Sponsor Directory	✓	✓	✓	✓
• A :30-:60 second commercial to air during all virtual events, in-person educational events and Annual Conference. Commercials can also be posted to our social media accounts. (.MP4 or YouTube link)	✓	✓	✓	✗
• Exhibit Booth/Table Live Educational Events (Including 2 booth personnel) (Excludes Annual Conference)	ALL	ALL	2 (Your Choice)	1 (Your Choice)
• Signage at Registration Desk of all Live Educational Events	✓	✓	✓	✓
• Member Golf Outing Hole Sponsorship (if applicable)	✓ + 2 Golfers	✓ + 2 Golfers	✓	✗
• Exhibit Booth at the Annual Conference (3 booth personnel included)	Premier Location	Premier Location	✓	✗
• Additional sponsorship at Annual Conference valued up to $2000	✓	✓	✗	✗
• Promotional Item or Literature in Annual Conference Attendee Bags	✓	✓	✓	✗
• Full Page Color Ad in Conference Program Book	✓	✓	✓	✓
• Signage at Annual Conference	✓	✓	✓	✗
• Speaking Engagement at Annual Conference	✓	✗	✗	✗
• 1 Member Webinar (non-promotional)	✓	✓	✗	✗

2023 ANNUAL CONFERENCE SPONSORSHIPS

NEW YORK MGMA ANNUAL CONFERENCE
JUNE 28-29, 2023
TURNING STONE RESORT CASINO
VERONA, NY

Spotlight your organization at our Annual Conference featuring 2½ days of education and networking mixed in with a little bit of fun.

This year our conference will deliver more than 8 hours of face to face time with approximately 200+ attendees consisting of practice leaders and decision makers.

Join us and connect with our attendees during our highlight event of the year.

EXHIBIT HALL MAP:

*Map is subject to change - the number of booths is estimated and the floor plan will be updated accordingly

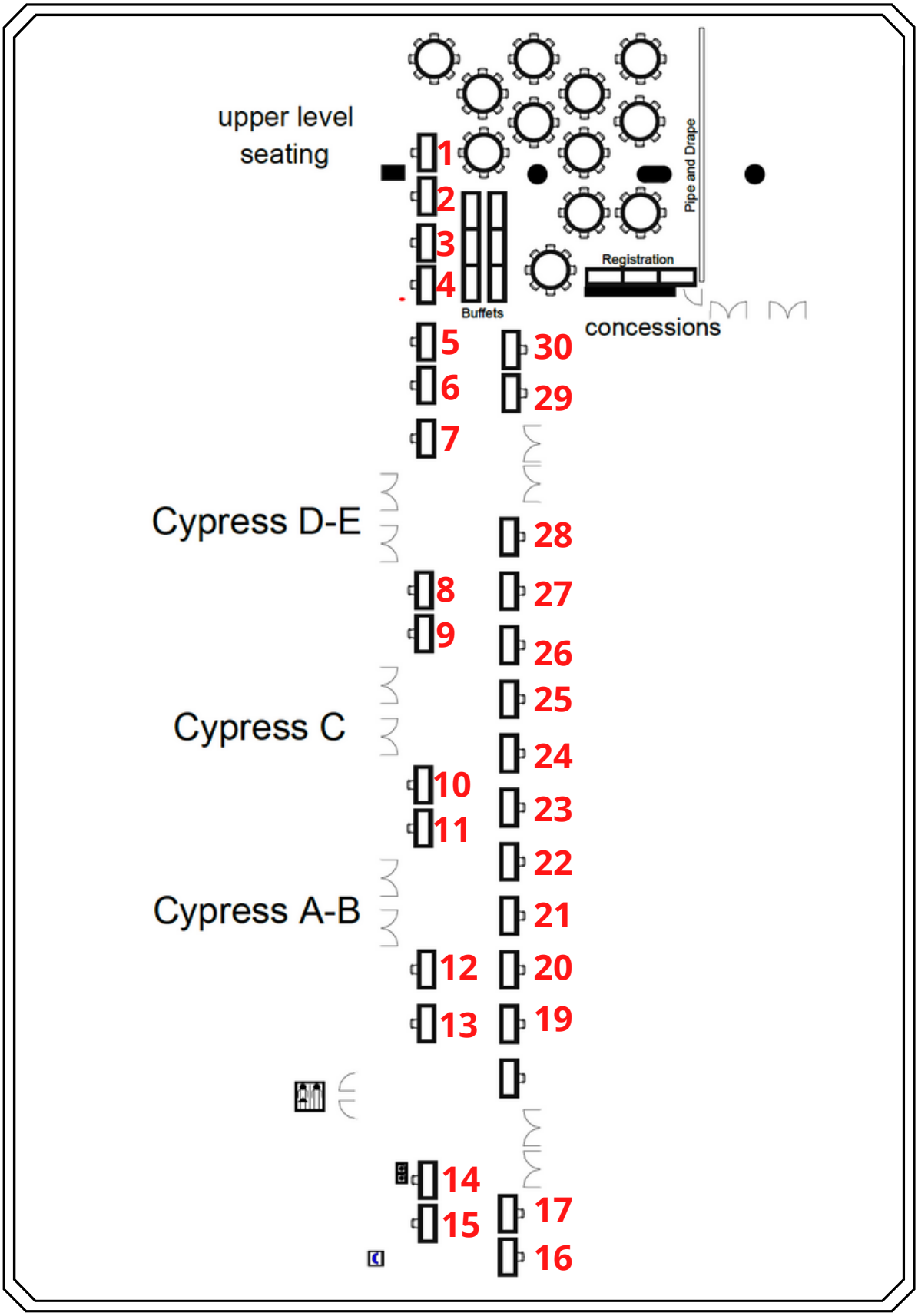

EXHIBIT BOOTHS:

MEMBER BOOTH $1,695

INCLUDES:

- 6’ Table
- 2 Chairs
- 2 Booth Personnel
- Listing in Program Book and on Web Page
- Wi-Fi
- Electric (if requested)
- Attendee List (Pre & Post Conference)
- Entrance to all educational and networking events (excludes pre-conference events)

NON- MEMBER BOOTH $1,995

INCLUDES:

- 6’ Table
- 2 Chairs
- 2 Booth Personnel
- Listing in Program Book and on Web Page
- Wi-Fi
- Electric (if requested)
- Attendee List (Pre & Post Conference)
- Entrance to all educational and networking events (excludes pre-conference events)

PREMIER PACKAGES:

Exhibit Booth Included

ATTENDEE LANYARD $3,500

DESCRIPTION:

- Exhibit Booth Included
- Your company logo on all attendee lanyards
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition on website event page & Program Book

ATTENDEE BAG $3,500

DESCRIPTION:

- Exhibitor Booth Included
- Your company logo on all attendee bags
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition on website event page & Program Book

VENDOR GAME $4,000

DESCRIPTION:

- Exhibit Booth Included
- Your logo on all game cards given to all attendees
- Your personnel may announce winners and hand out prizes
- Full Page Color Program Book Ad
- Signage at Registration Desk and in Exhibit Hall announcing prizes
- Promotional item or literature in all attendee bags
- Recognition on website event page & Program Book
- Dedicated Social Media Post & Eblast Announcing Prizes

CONF. NOTE PAD/PEN $4,500

DESCRIPTION:

- Exhibitor Booth Included
- Your company logo on all attendee note pad/pen combinations
- Signage at registration desk
- Full Page Black and White Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition on website event page & Program Book

CONF. MOBILE APP $5,000

DESCRIPTION:

- Exhibitor Booth Included
- Your company logo on our mobile app
- Your logo on mobile app instructions
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition on website event page & Program Book

KEYNOTE SPEAKER $5,000

DESCRIPTION:

- Exhibitor Booth Included
- Literature/material handout at door of keynote session
- 2-minute company introduction before keynote session
- Speaker introduction
- Signage at registration desk
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition on website event page & Program Book

WELCOME RECEPTION $5,000

DESCRIPTION:

- Exhibitor Booth Included
- Signage at door and registration desk
- Welcome attendees at door with your promotional giveaway
- Entertainment Introduction
- 2 minutes with microphone for Company Introduction
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition on website event page & Program Book

THEMED NETWORKING EVENT

$6,000

DESCRIPTION:

- Exhibitor Booth Included
- Signage at door and registration desk
- Introduction by DJ
- 2 minutes with microphone for Company Introduction
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Photo Booth with logo on pictures
- Party Props
- Full Page Color Program Book Ad
- Promotional item or literature in all attendee bags
- Recognition on website event page & Program Book

SPONSORSHIPS:

Does not include Exhibit Booth

CONFERENCE BREAK

$500
(3 available)

DESCRIPTION:

- Signage at entrance and in hall
- Greet attendees at entrance to hall
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Recognition on website event page
- Logo Projected in Exhibit Hall During Break

BREAK OUT ROOM

$500
(2 available)

DESCRIPTION:

- Signage at door
- Introduction of speakers
- Table in room for your literature
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Recognition on website event page

PRE-CONFERENCE

$1,000
(2 available)

DESCRIPTION:

- Signage at door
- Introduction of speakers
- Table in room for your literature
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Recognition on website event page
- Dedicated social media post and eblast announcing session sponsorship

BREAKFAST

$1,500
(2 available)

DESCRIPTION:

- Signage at entrance and in hall
- Greet attendees at entrance to hall
- 2-minute company introduction
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Recognition on website event page
- Logo Projected in Exhibit Hall During Breakfast

LUNCH

$2,000

DESCRIPTION:

- Signage at entrance and in hall
- Greet attendees at entrance to hall
- 2-minute company introduction
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Recognition on website event page
- Logo Projected in Exhibit Hall During Breakfast

SIGNAGE $2,000

DESCRIPTION:

- Your logo on all conference signage
- Signage at Registration Desk announcing sponsorship
- Recognition in Program Book
- Promotional literature/material in all attendee bags
- Recognition on website event page

WIFI SPONSOR $2,500

DESCRIPTION:

- Wifi instruction card at registration desk with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Recognition on website event page
- Custom Wifi Password (Where available)

FLASH DRIVES $3,000

DESCRIPTION:

- Your logo on all conference flash drives pre-loaded with workshop presentation (when available)
- Signage at Registration Desk
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Recognition on website event page

A/V SPONSOR $3,000

DESCRIPTION:

- Signage at registration desk, all general sessions and break out rooms
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Recognition on website event page

BUSINESS CARD BOOK $3,000

DESCRIPTION:

- Your logo on business card books
- Signage at registration desk
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Recognition on website event page

CYBER CAFE & CHARGING STATION $3,500

DESCRIPTION:

- Signage at Café
- Meet and greet with attendees at Café
- Full Coffee Station set-up
- Variety of chargers for attendee devices
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Recognition on website event page

HOTEL KEY CARD $4,000

DESCRIPTION:

- Your logo on all hotel key cards
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Recognition on website event page

WATER STATION $5,000

DESCRIPTION:

- Signage at water stations in all session rooms
- Beverage Cups with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Recognition on website event page

BUBBLE BAR $5,000

DESCRIPTION:

- Meet and greet attendees at the conference registration desk with Champagne, Mimosas or Bellini Toast
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Recognition on website event page

BLOODY BAR $5,000

**Traditionally held on the last morning of the Conference

DESCRIPTION:

- Meet and greet attendees at the conference registration desk with a Bloody Mary (Hair of the Dog)
- Cocktail Napkins with your logo
- Beverage Cups with your logo
- Recognition in Program Book
- Promotional item or literature in all attendee bags
- Recognition on website event page

PROGRAM BOOK AD

Program Book Inside Front Cover	$1,000
Program Book Inside Back Cover	$1,000
Program Book Back Cover	$1,500
Program Book Full Page Color Ad	$475

EXHIBITOR ADD ON

Gift Registration to 1st Time Attendee	$150 each
Additional Booth Personnel	$279 each
Promotional Giveaway in Attendee Bag	$400

A LA CARTE OPTIONS

Our member communication strategy is wide-ranging and includes social media, newsletter, email, social media, print and much more.

Extend your reach with our members through one of the many a la carte offering available to you.

ADD-ONS

Only available to add-on to any Corporate Sponsorship package

- Host a Thought Leadership Session at our Annual Conference - $2500
- Host Quarterly (4 total) Peer to Peer Roundtables OR Spark Session (Virtually or In-person) - $4000
- Host a Peer to Peer Roundtable OR Spark Session (Virtually or In-person) - $1500

WEB BANNER AD

**Membership Required

- 1 Month Home Page Banner Ad - $1,000
  - Ad runs 1st through last day of the month
  - Deadline for Banner Placement: 1 week prior to the 1st of the month
  - Size: 1584 x 300 px Format: PNG or JPG

NEWSLETTER ADS

PRICE PER ISSUE:

Half Page Ad - $800

Quarter Page Ad - $300

DATES OF PUBLICATION:

March 2023

June 2023

September 2023

December 2023

DEADLINE FOR AD PLACEMENT:

The 1st of the month of publication

AD FORMAT:

.pdf, .png, .jpg

AD SIZES:

Half Page Ad - 8"w x 5"h

Quarter Page Ad - 4"w x 4.75"h

EXAMPLE HALF PAGE AD:

EXAMPLE
QUARTER PAGE AD

2023 FORM

Submit this form along with your payment to:
Email: info@newyorkmgma.com or **Mail:** PO Box 3403, Hamilton, NJ, 08619

Contact Name | Title | Business Type/Product

Organization | Website

Mailing Address | City | State | Zip Code

Phone | Fax | E-mail

Select Corporate Sponsorship:

Diamond ☐ Platinum ☐ Gold ☐ Silver ☐

Select Exhibit Booth or Conference Package:

- Member Exhibit Booth ☐
- Non-Member Exhibit Booth ☐
- Attendee Lanyard Package ☐
- Attendee Bag Package ☐
- Vendor Game Sponsor ☐
- Conference Mobile App Sponsor ☐
- Conference Notepad/Pen Sponsor ☐
- The Keynote Speaker Sponsor ☐
- Welcome Reception Sponsor ☐
- Themed Networking Event Sponsor ☐

Select Any Additional Conference Sponsorship(s) or Add On Bonus Options:

- Conference Break Sponsor ☐
- Break Out Room Sponsor ☐
- Pre-Conference Sponsor ☐
- Breakfast Sponsor ☐
- Lunch Sponsor ☐
- Signage Sponsor ☐
- Flash Drive Sponsor ☐
- A/V Sponsor ☐
- Wifi Sponsor ☐
- Hotel Key Card Sponsor ☐
- Cyber Cafe & Charging Station ☐
- Water Station Sponsor ☐
- Bubble Bar Sponsor ☐
- Bloody Bar Sponsor ☐
- Program Book Inside Front or Back Cover ☐
- Program Book Back Cover ☐
- Program Book Full Page Ad ☐
- Gift Registration ☐
- Additional Booth Personnel ☐
- Promotional Giveaway in Conference Bag ☐

Select Any A La Carte Items:

- Thought Leadership Session ☐
- Quarterly Round/Spark Session ☐
- One Round/Spark Session ☐
- Web Banner Ad ☐
- Full Page Newsletter Ad ☐
- Half Page Newsletter Ad ☐
- Quarter Page Newsletter Ad ☐

Booth Personnel #1 | **Booth Personnel #2** | **Additional Booth Personnel:**

Company name as you would like it to appear on promotional material:

◯ Enclosed is Check #_____ in the amount of $_____ payable to NYMGMA.

◯ Charge $_____ to the following credit card: ◯VISA ◯ MC ◯ AMEX ◯DISCOVER

Card Number | Exp. Date | SEC Code

Billing Address (Please Print)

Card Holders Name (Please Print) | Signature

Let's get in touch

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