

MEDIA KIT 20 25

WHY
ADVERTISE
WITH
US?
WE CUT
THROUGH
THE NOISE.



MEDICAL GROUP
MANAGEMENT
ASSOCIATION

MGMA is here to help you reach today's medical practice business leaders who need your products, services and solutions.

Founded in 1926, Medical Group Management Association (MGMA) is the nation's largest organization focused on the business of medical practice management. MGMA consists of 15,000 group medical practices ranging from small private businesses to large national health systems that represent more than 350,000 physicians.



OUR MISSION

**MGMA SERVES MEMBERS, CUSTOMERS AND
THE HEALTHCARE COMMUNITY AS A TRUSTED
PARTNER BY DELIVERING INSIGHTS, SOLUTIONS
AND ADVOCACY TO ACHIEVE MEDICAL
PRACTICE EXCELLENCE.**

ALREADY KNOW WHAT YOU'RE LOOKING FOR?

Click the page name you'd like to visit.

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WHY ADVERTISE WITH US? WE CUT THROUGH THE NOISE

MGMA supports healthcare leaders in making informed decisions by providing valuable data, industry insights and expert intel through webinars, articles, newsletters, products and more. Ultimately, we lead members toward improved organizational outcomes and exceptional patient experiences.

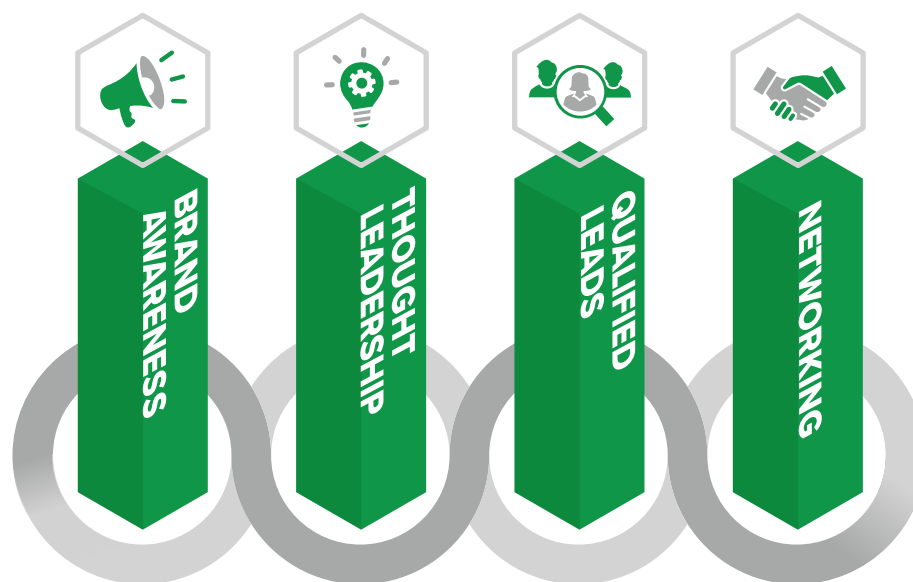
You're part of the equation! Your products and services are what our members seek to solve their greatest challenges.

Partner with us to expand brand reach and engage with our loyal membership base in need of your solutions. Let MGMA help find a marketing option that fits your needs and delivers the results you want. We offer content marketing, digital advertising, sponsorship and exhibiting opportunities that introduce our members to your brand.

Build important business relationships in the healthcare industry through effective MGMA advertising campaigns.

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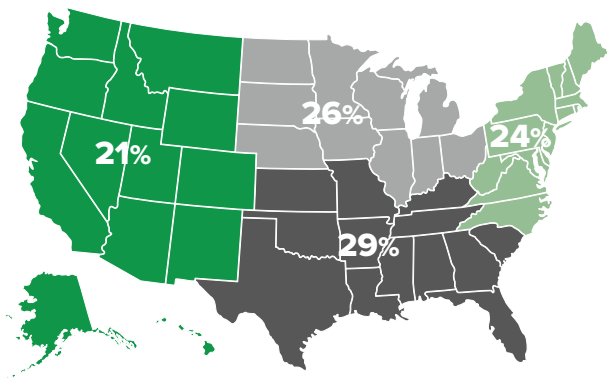
PILLARS OF SUCCESS



AUDIENCE SNAPSHOT

MGMA's audience consists of members and customers representing organizations who provide 50% of all healthcare services in America. These business professionals consist of executive leadership and procurement decision makers across multiple healthcare specialties.

62,822
MGMA Members



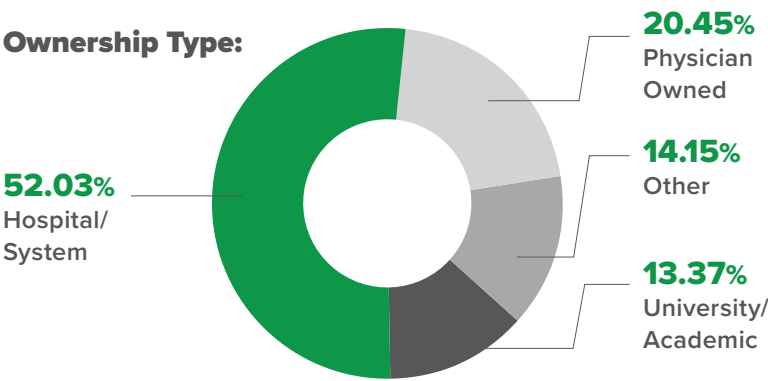
Our audience represents all healthcare segments.

TOP SPECIALTIES INCLUDE

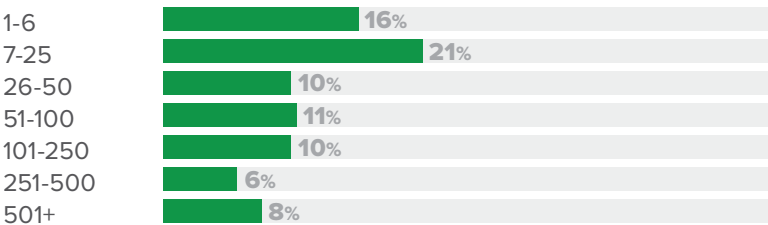
- Internal Medicine
- Family Medicine
- Pediatrics
- OB/GYN
- Radiology
- Emergency Medicine
- Hospital Medicine
- Anesthesiology
- Cardiology
- Surgery: General
- Orthopedic Surgery
- Neurology
- Multi-Specialty

MEMBER ORGANIZATION DEMOGRAPHICS

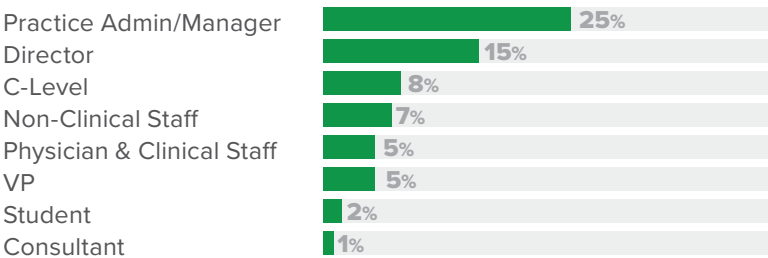
Ownership Type:



Full Time Employee (FTE) Count:



Identified Job Functions:





HOW YOU CAN REACH YOUR IDEAL AUDIENCE

Our audience engages with MGMA through multiple media channels. To help you connect with this captive audience, MGMA integrates your messaging across multiple channels and continuously incorporates brand awareness with your product messaging. This proven method helps stimulate lead generation over time.

And for even more punch — MGMA can push carefully orchestrated thought leadership content like downloadable white papers and guest podcast

invites to further boost customer engagement. Our comprehensive list of multi-channel integrated options offer many ways to connect with prospective buyers.

Additionally, working with MGMA opens the door to endless networking opportunities, giving you the resources to identify new customer opportunities and increase your chances of business success.



64,000+
Social Media Followers



62,822+
Connection Magazine
Subscribers



150,000+
Podcast Listens Annually



547,000+
Monthly Website Page Views



45,000+
Newsletter Subscribers



236,449+
Monthly Website Visitors

OUR PARTNERS

EXECUTIVE PARTNER

JACKSON
Physician Search

 **CareCredit®**

PREMIER CORPORATE MEMBERS

Greenway
Health™

 **NUANCE**

PRACTICE SAVINGS PARTNERS



MGMA
BestPrice.



MGMA
Rates



MGMA
Travel



MGMA
Scrubs



CORPORATE MEMBERSHIP

THE POWER OF ASSOCIATION

MGMA's audience looks for the Corporate Member seal when selecting new vendor partners. Provider practices know MGMA Corporate Members have solutions relevant to their healthcare practice, provide trusted resources and are vested in deeper relationships with their partner practices. **Become a recognized vendor partner who provider organizations can trust.**

"WHEN YOU CHOOSE THE RIGHT INDUSTRY ASSOCIATIONS FOR YOUR COMPANY, THERE'S A HALO EFFECT, BECAUSE CUSTOMERS PERCEIVE YOUR BUSINESS AS ESTABLISHED AND TRUSTWORTHY. YOUR CREDIBILITY IS ENHANCED BY AFFILIATION. BY SUPPORTING YOUR INDUSTRY, YOU'RE AMPLIFYING YOUR BUSINESS." – FORBES

**\$5,000
membership
is valid for
a full
365 days!**

In addition to the customer affinity your membership and use of the Corporate Member Seal provide, Corporate Members receive:

- Member pricing and enhanced benefits on all marketing opportunities with national MGMA.
Opportunities include:
 - Presale access to exhibit booths, sponsorships, advertising etc.
 - Advertisement priority placement
 - Additional badges at conferences where exhibiting/sponsoring
- Company profile page included in the MGMA Partner Solutions Directory: the first stop when our members and customers shop for new vendor partners
- Member access for 5 individuals at your organization to:
 - Connect with over 50,000 healthcare professionals through the MGMA Member Community to exchange ideas and share resources
- Remain current in the latest healthcare industry news and developments via education, publications, content and certification
- Receive focused regulatory updates keeping you up to speed on the latest in healthcare legislation through MGMA Government Affairs



PREMIER CORPORATE MEMBERSHIP

In addition to the customer affinity your membership and use of the Premier Corporate Member Seal provide, Premier Corporate Members receive:

- Member pricing and enhanced benefits on all marketing opportunities with national MGMA. Opportunities include:
 - Presale access to exhibit booths, sponsorships, advertising etc.
 - Advertisement priority placement
 - Additional badges at conferences where exhibiting/sponsoring
- Company profile page included in the MGMA Partner Solutions Directory: the first stop when our members and customers shop for new vendor partners
- Member access for all individuals at your organization to:
 - Connect with over 50,000 healthcare professionals through the MGMA Member Community to exchange ideas and share resources
 - Remain current in the latest healthcare industry news and developments via education, publications, content and certification
 - Receive focused regulatory updates keeping you up to speed on the latest in healthcare legislation through MGMA Government Affairs
- **2 Full page ads** in *MGMA Connection*
- **1 annual full member eblast or direct mail list** for your promotional message
- **MGMA Insights Podcast interview** with ads
- **2 MGMA Insights newsletter ads**
- **Annual inclusion in VIP Roundtable discussion** at MGMA Leaders Conference
- **Choice of either Marquee Event Patron Sponsorship, Single-topic, Multi-channel Content Package or both for a discounted Premier-Member-only rate**

**\$52,500
membership
is valid for a
full 365 days!**

Quarterly payments
available.

2025 MGMA MARQUEE EVENT PATRON

DEADLINE FEBRUARY 1, 2025

Must be and MGMA Corporate Member, Premier Corporate Member or Executive Partner to participate.



CORPORATE MEMBER

\$10,000 QUARTERLY PAYMENT



PREMIER CORPORATE MEMBER

\$9,000* QUARTERLY PAYMENT

**If added on and not included in membership package.*

- Marquee Patrons pick their booth and any additional event sponsorships **FIRST!**
- Most **PROMINENT BRAND POSITIONING** at ALL 6 multi-day events!
 - Pre-event **EMAIL** communications
 - Event **WEBSITE** recognition
 - Onsite **SIGNAGE**
 - Event **APP** recognition
 - Post-event recognition
- Capture full contact attendee **LEADS LISTS** for ALL 6 multi-day events!
- Opportunity to conduct a **FOCUS GROUP**/discussion group onsite!

- Invitation to MGMA Executive and Government Affairs Annual **ROUNDTABLE!**
- Unlimited exhibitor **BADGES** (where exhibiting)!
- 2 complimentary **REGISTRATIONS** for each conference (use for your staff or for your clients/prospects)!
- Exclusive **DISCOUNT CODE** to offer your clients and prospects for event attendance.
- Opportunity to purchase (at cost) exclusive event center **HIGH EXPOSURE** signage.
- **CASH DASH GAME** included at all events where exhibiting.
- Additional event sponsorship **DISCOUNTS!**

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BRANDING | LEADS | MARKET RESEARCH | ENGAGEMENT | BOOTH TRAFFIC | ALL STAFF ACCESS



2025 MGMA MARQUEE EVENT PATRON

ENJOY YEAR-ROUND EXPOSURE AT ALL MGMA MULTI-DAY EVENTS!

DISPLAY A FAVORABLE BRAND IMPRESSION TO ALL

- **Brand inclusion prior to event** on marketing materials, the event website, etc
- **Prominent during event positioning** such as event signage, thank you signage, enhanced brand exposure on floorplans, event branding, in-booth signage for events where you're exhibiting or within the digital event platform and pre-session walk-in slides
- **Expanded reach post-event including wrap-up messaging and Patron thank you message**
- **Use of the MGMA Marquee Event Patron seal** for all of your marketing efforts to show your alignment with MGMA

EXPANDED LEAD GENERATION

- **FULL ACCESS to event attendee contact lists** to make sure you don't miss a single prospect
- *Report of all attendees including their physical address, email address (attendees do have the opportunity to opt out of their emails being shared), organizational demographics and individual demographics for each*



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BRANDING | LEADS | MARKET RESEARCH | ENGAGEMENT | BOOTH TRAFFIC | ALL STAFF ACCESS



2025 MGMA MARQUEE EVENT PATRON

ENJOY YEAR-ROUND EXPOSURE AT ALL MGMA MULTI-DAY EVENTS!

GAIN VALUABLE MARKET INSIGHTS AND CONDUCT MARKET RESEARCH

- **Conduct a focus group or discussion group** one time per year at MGMA Leaders Conference and capture the attendee perspectives your company needs
- **Invitation to participate in the MGMA VIP Roundtable Discussion** held annually at MGMA Leaders Conference
- **Unlimited exhibitor badges** for any Patron employee staying within the MGMA hotel block at face-to-face events
- **Two full conference registrations** to provide to staff seeking educational credit or customers/prospects for each event (F2F and digital)

DISCOUNTS AND EXCLUSIVE EXPOSURE OPPORTUNITIES

- **Exclusive discount code to offer your clients and prospects** for event attendance
- **Opportunity to purchase** large brand exposure ads and sponsorships **available exclusively** to MGMA Marquee Event Patrons
- **10% discount** off the Corporate Member rate of any additional event sponsorships you choose to secure
- **Pick your booth locations first** before other companies



BRANDING | LEADS | MARKET RESEARCH | ENGAGEMENT | BOOTH TRAFFIC | ALL STAFF ACCESS

SPONSORED CONTENT PACKAGES

Start a Conversation With Your Target Audience

An effective way to start a conversation with your target audience is by using different types of sponsored content across multiple channels. Content messaging will always focus on your goal — such as generating leads or expanding brand reach. MGMA marketing managers carefully integrate your branding with consistent messaging to provide a seamless experience for customers so they can easily engage with you.

Sponsored content packages meet MGMA Members where they are and lets them choose how to connect with you.



MGMA + YOU: CO-BRANDED, CO-CREATED CONTENT PACKAGE **Member Exclusive | \$50,500 Member**

Leverage MGMA's brand and editorial expertise to elevate your content: Save your team's time and resources with MGMA leading content development

- Reach MGMA's audience when they digest content, delivered through a proven array of products including webinars, mgma.com, publications, social media and email communications producing quality leads
- Created content is co-owned for your use in reaching your customers, clients and prospects
- You Receive:
 - Co-branded, co-written white paper with infographic
 - MGMA.com homepage article with resource post
 - MGMA Stat data story
 - 3 MGMA Insights Rectangle Ads
 - Your content article highlighted in 1 issue of *MGMA Connection* magazine
 - MGMA Insights Podcast interview
 - 1 Member eblast
 - Sponsored educational webinar

Co-written and co-created content is not offered outside of this package. Must be a Corporate Member to purchase.

SINGLE-TOPIC, MULTI-CHANNEL CONTENT PACKAGE **\$35,400 Member | \$39,200 Non-member**

- Position your team's existing content in a multi-channel approach reaching MGMA's audience where they digest content across our suite of diverse platforms and publications
- Your content and expertise are delivered through a proven array of products including webinars, mgma.com, publications, social media and email communications producing quality leads
- You Receive:
 - Sponsored educational webinar
 - MGMA.com homepage article and resource post
 - 3 MGMA Insights Content Rectangle Ads
 - Your content article highlighted in 1 issue of *MGMA Connection* magazine
 - MGMA Insights Podcast interview with ads
 - 1 Member eblast



ADVERTISING BRAND PACKAGE

\$25,000 Member | \$29,500 Non-Member

Raise brand awareness and promote your unique products and services throughout the year through multiple channels. This package simplifies your advertising plan for 2025 to ensure multiple touches with your target audience.

Raise brand awareness and promote your unique products and services throughout the year.

You receive:

- 6 MGMA Insights newsletter ads
- 2 months duration MGMA Insights podcast episode ad placement
- 4 MGMA Connection full-page ads
- 2 email blasts to MGMA members

Tactics will be fully executed within 12 months of contracted start date.

MGMA.COM BANNER ADS

Your ad will appear on all content pages across **MGMA.com**. This prominent placement ensures visibility by our website visitors.

- Ads are sold for month-long durations, and both header and footer placements are available each month.
- Art and landing URL are due 5 business days before your scheduled start date (MGMA can link to your on-site content if this is an add-on to other marketing placements with us)
- Ad specs: 1288x90 pixels
- MGMA will provide total impressions and clicks after the close of placement

\$5,000 Member | \$7,500 Non-Member

Header Ad



A screenshot of the MGMA.com website header. The navigation bar includes links for Membership, Practice Resources, Education, Data, Advocacy, and About MGMA, along with a search bar and a sign-in button. Below the navigation bar is a large banner for Jackson Physician Search, featuring the text "HIRE PHYSICIANS WHO FIT, SUCCEED AND STAY" and "RECRUIT A PHYSICIAN". Below the banner is a podcast section titled "MGMA Insights: Riaz Meghji on fostering human connection in a hybrid world".

\$3,500 Member | \$5,000 Non-Member

Footer Ad



A screenshot of the MGMA.com website footer. It features a social media sharing bar with icons for heart, share, LinkedIn, Facebook, and Email. Below this is a bio for Ryan Reeves, Content Coordinator at MGMA, with a photo and a brief description of his role. At the bottom is a promotional banner for MGMA Best Price, stating "Members save up to 20% on medical and office supplies" and "START YOUR FREE TRIAL NOW >>>".



MGMA.COM eSPONSORSHIP

MGMA.com attracts millions of visitors per year. Sponsored content on our website will help promote your brand with a highly engaged audience. Establish yourself as a thought leader in healthcare by starting conversations that elevate your brand. Our proven approach has helped countless customers and members generate leads.

TOPICS

- Government Programs
- Business Strategy
- Financial Management
- Human Resources
- Risk & Compliance
- Operations Management
- Quality & Patient Experience
- Health Information Technology
- Revenue Cycle

CONTENT TYPES

- Case Study
- Article
- Interactive Tools
(Checklists, Calculators)



MGMA SPONSORED CONTENT RATES



**Exclusive Feature:
MGMA Homepage**

Member Price \$5,400

Non-member Price \$6,400



Your content highlight is featured for 14 days under the MGMA Updates section on the MGMA.com homepage. Includes creation of an MGMA resource page that hosts your content for a minimum of a year.

- Includes 1 promotional social post across LinkedIn, Facebook and Twitter (copy to be written by and posted at MGMA's discretion)
- Includes a gated lead generation form at the client's request



Top Feature:

Resources Sponsored Content Post

Member Price \$2,850

Non-member Price \$3,150

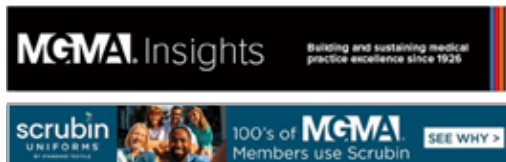


- Your post is pinned for 30 days on the MGMA.com Practice Resources page
- Will be organically searchable on MGMA.com for at least 1 full year

DIGITAL COMMUNICATIONS eNEWSLETTER

MGMA Insights is an email newsletter sent to more than 45,000 healthcare professionals weekly. The format combines MGMA tools, reports and podcasts, with the latest industry research, collected by our expert team. MGMA Insights provides a unique way to increase brand visibility to an engaged audience.

LEADERBOARD AD



Weekly Rate

\$1,550 Member
\$1,750 Non-member

Grab the attention of more readers with a premium banner placement, positioned at the top of our eNewsletter. Exclusive per issue.

- 600x74 pixels, linked to your URL

RECTANGLE CONTENT AD



Weekly Rate*

\$1,400 Member
\$1,550 Non-member

Found at the end of each eNewsletter section, this type of ad provides an ideal mix of call-to-action content, visual design and logo recognition to an engaged audience. Four ads per send.

- Logo: 100 pixels wide, height can vary
- Thumbnail: 200 pixels wide, height can vary, 40 characters excluding spaces
- Main copy: 250 characters excluding spaces, with a link to your URL
- Corporate Member ads receive priority placement

SQUARE AD



Weekly Rate*

\$900 Member
\$950 Non-member

Eye-catching square banners stand out from text-only editorial copy by adding a unique visual element to your message. Two ads per issue.

- 175 x 175 pixels, linked to your URL

*** MULTIPLE INSERTION DISCOUNT WILL APPLY IF MORE THAN 4 ADS ARE CONTRACTED AND INVOICED TOGETHER.**

SUBSCRIBE TO THE eNEWSLETTER HERE

EMAIL BLASTS AND DIRECT MAIL



1X LIST RATES

\$3,750 Member | \$5,500 Non-member

4X LIST RATE DISCOUNTED FOR MEMBERS

\$14,500 Member

Send your message directly to our audience's digital inboxes through an email blast, ensuring your message reaches relevant and engaged decision-makers, increasing the likelihood of conversions. Emails enhance brand visibility, build trust and create a personalized touch point while providing measurable results.

Deliver your beautifully-designed, physical message to our audience through direct mail. Alternative to a digital ad, this tangible and personal method creates a lasting impression and captures attention in a less saturated space.

Audience segmentation is available, contact an Account Manager for details.

Note: MGMA does not release email or phone information, Sponsor provides materials to MGMA for distribution via our third-party partner, InFocus.



Corporate Members both save significantly and have the ability to utilize the seal on their messages, thus strengthening your brand awareness campaign.



MGMA CONNECTION

MEMBER PUBLICATION

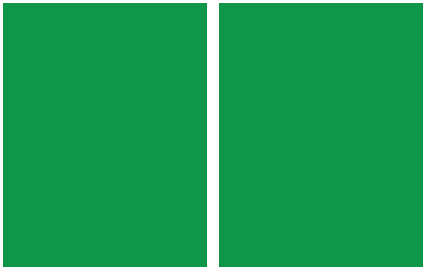
PRINT AND DIGITAL ADVERTISING

Build powerful brand awareness that influences, inspires and endures by advertising in our award-winning flagship publication, *MGMA Connection*. Published quarterly and delivered in print and digital format to all MGMA Members, this publication brings Members in-depth industry coverage. Rated as one of the most important Member benefits, *MGMA Connection* generates high performance ad receptivity with actively engaged medical practice leaders. Position your brand. Publish your content. Ads are priced per page as outlined and may be any combination of a branded ad and/or a written advertorial.



Two Page Spread

16.75" wide x 10.875" high



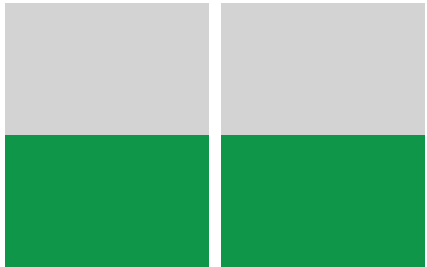
Full Page

8.25" wide x 10.875" high



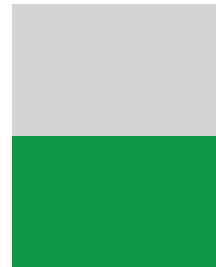
Half Page Spread

16.75" wide x 4.75" high



Half Page

7.312" wide x 4.75" high



Advertiser to supply:

- High resolution (300 dpi) ad sizes above
- Choice of 30-second audio pitch, 60-second video or link to whitepaper

MGMA Connection Issues	Ad Insertion	Materials Deadline
January 2025	Dec. 2, 2024	Dec. 18, 2024
April 2025	March 1, 2025	March 15, 2025
July 2025	June 4, 2025	June 18, 2025
October 2025	August 29, 2025	Sept. 12, 2025

PRICING CHART

	One Issue Member	One Issue Non-member	4 Consecutive Issues Member	4 Consecutive Issues Non-member
Full Page Ad	\$3,200	\$4,000	\$8,600 (\$2,150 per issue)	\$12,000 (\$3,000 per issue)
Two Page Spread	\$4,750	\$6,000	\$11,400 (\$2,850 per issue)	\$16,000 (\$4,000 per issue)
Half Page	\$2,600	\$3,000	\$7,900 (\$1,950 per issue)	\$10,000 (\$2,500 per issue)
Half Page Spread	\$4,000	\$5,000	\$10,800 (\$2,700 per issue)	\$15,000 (\$3,750 per issue)
Special Placements Available to Corporate Members	Per-insertion Premium			
Back Cover	15%			
Inside Front Cover	10%			
Inside Back Cover	10%			

Add credibility to your content by publishing it in *MGMA Connection*.

\$4,500 Member | \$6,000 Non-Member

Your sponsored content will include placement on MGMA.com as a resource page for 1 year.



18,000 digital copy
page views within
first two months
of publication



CORPORATE MEMBERS
ARE ENCOURAGED
TO USE THEIR SEAL

SHOWCASING AFFILIATION WITH THE
ASSOCIATION ON ADVERTISEMENTS.
IN ADDITION, THEY RECEIVE PRIORITY
PLACEMENT WITHIN THE PUBLICATION.

PODCASTS

MGMA produces 3 weekly podcasts featuring medical group practice experts and MGMA members. All MGMA podcasts combined have reached nearly 1 million listeners since the platform launched. Individual episodes earn more than 500 total impressions in the first month and are available for download on our hosting platform. Podcast ads average over 3,000 downloads.

View our podcast channels by clicking below:



SPONSORED PODCAST INTERVIEW



Member \$5,000

Non-member \$6,500

Podcast interviews build brand awareness and add gravitas to your team's expert messaging through an interview conducted by a trusted MGMA editor. Your sponsored interview episode includes your 30-second ad read by the host at the start and conclusion of the episode.

PODCAST ADVERTISING



Member \$1,500

Non-member \$2,000

Your 30-second ad is read by the host and will be included on all MGMA Insights podcast episodes for a 1-month duration.

Increase the audience for your podcast ad! Podcast advertisers receive additional discounts on MGMA Connection and MGMA Insights newsletter advertisements to re-purpose your 30-second audio ad (if contracted together).



A woman with blonde hair, wearing a black top and a small microphone, is speaking and gesturing with her hands. In the background, several people are seated at tables, listening. The scene is set in a bright, modern room with large windows.

SPEAKING OPPORTUNITIES

WHY SPEAK?

MGMA WANTS YOU TO SHARE YOUR EXPERTISE WITH THE INDUSTRY. POSITION YOUR COMPANY AS A TRUSTED PARTNER, GENERATE LEADS AND DRIVE CONTINUED INNOVATION IN HEALTHCARE BY PRESENTING AN EDUCATIONAL SESSION ON AN UPCOMING WEBINAR, SEMINAR, CONFERENCE OR DIGITAL EVENT.

SPONSORED WEBINARS AND DEMOS

Our stand-alone webinars are held throughout the year, averaging 220 attendees.

- Your content, your expertise: Educational and informational are permitted
- Webinars are available as both a live broadcast and on-demand recording
- Full production and promotional support
- A post-list of webinar registrants is provided to use via direct mail or email follow-up*

**Your list of registered attendees and contact information is capped at 220.*

BASE FEE



Member \$15,000

Non-member \$16,500

Drive leads with your content and pay based on your success. through this cost-per-lead (CPL) model, your risk is lowered with MGMA experts who serve as your agency.

- Base webinar fee includes up to 220 registrants and their lead contact information
- Acquire over 220 registrants? Option to purchase additional leads at \$80/lead

**LOOKING TO BE A THOUGHT
LEADER AND GENERATE A HIGH
QUANTITY OF EMAIL LEADS?**

SPONSOR A WEBINAR.

**LOOKING FOR A SMALLER, MORE
ENGAGED AUDIENCE RESULTING
IN QUALIFIED LEADS?**

HOST A DEMO.





JUNE 3-5, 2025

Held digitally in **June 3-5, 2025, MGMA Summit** is a multi-day online educational event with an anticipated audience of 2,500, including MGMA members from the largest health systems in the U.S. Capture their CEUs and bring credibility to your organization.

Leaders from the largest group practices and health systems rely on this event for their required annual CEUs. The audience is highly engaged as they fulfill their education needs.

10-minute Solution Spotlight Sponsor

Highlight product features with a demo, present your latest case study or new research findings. Bring focus to your solution and get real-time feedback from decision-makers. 8 available.



Member \$6,750
Non-member \$8,750

MGMA DEMO DAY **SPONSORSHIP**

4 AVAILABLE PER EVENT

\$10,500 Member | \$12,000 Non-Member

Our members are seeking cutting-edge technology partners in healthcare to help solve their practices' most pressing challenges. Demo Days provide your company a unique opportunity to showcase your products and services to these targeted decision-makers looking for advanced tools to streamline their operations and enhance patient care. Highlight your solutions as these buyers are evaluating their next partners. Up to 4 sponsors will present their demo on any given Demo Day.

Upcoming Dates

Live Demo Date	Topic	Deadline (including topic info)
July 24, 2025	Cybersecurity	June 18, 2025
September 11, 2025	Patient Intake and Virtual Assistant Solutions	August 1, 2025
November 18, 2025	Revenue Cycle Management	October 1, 2025
January 22, 2026	Data & Analytics	TBD
March 19, 2026	EMR Solutions	TBD

You Receive:

- 30-minute slot during the Demo Day for your 20-minute demo presentation followed by 10-minute attendee Q&A
- Leads list (including email* and demographic information) of all live demo attendees
- Promotional mention included in post-event follow up message from MGMA to all registrants
- Post-event eblast opportunity to registrants who did not view your demo live

*Attendees are able to opt out of having their email shared with sponsors during the registration process for the Demo Days.

EVENT MARKETING

Enhance your year-round advertising by meeting our audience where they're at: our conferences. The Conference Series offers exhibiting, sponsoring and advertising opportunities that introduce you to powerful gatekeepers at medical group practices. Partner with MGMA and we'll help you create relationships fostering successful business development. Spark conversation around your product or service at one of our face-to-face events in fall or spring. In addition to exhibits, branding and traffic driving opportunities, we offer sponsored speaking opportunities for lead generation.

UPCOMING EVENTS

MGMA Focus | Operations Conference
March 2 - 4, 2025 | Bellagio, Las Vegas, NV
Target leadership in medical practice operations

MGMA Focus | Financial Conference
April 13 - 15, 2025 | Omni Shoreham, Washington D.C.
Target financial decision-makers in healthcare

MGMA Focus | Digital Health Workshop
May 18 - 20, 2025 | Houston, TX

MGMA Focus | Private Practice Conference
June 22 - 24, 2025 | Hotel Minneapolis, Minneapolis, MN

MGMA Summit 2025 | Virtual Conference
June 3 - 5, 2025

MGMA Leaders Conference 2025
September 28 - October 1, 2025
Orange County Convention Center | Orlando, FL
Target financial decision-makers in healthcare



[Click here to
download the
EVENT PROSPECTUS](#)

**MARQUEE EVENT
PATRONS** receive lead
contact information
from all event attendees
during the year.
[For full details
click here.](#)



**WE LOOK FORWARD TO
WORKING WITH YOU
AND GETTING YOUR
BRAND IN FRONT OF
DECISION-MAKERS.**

REACH OUR TEAM:

BUSDEVELOP@MGMA.com

877-275-6462, ext. 1800

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MEDICAL GROUP
MANAGEMENT
ASSOCIATION