

2026

SPRING CONFERENCES
SPONSORSHIP AND
EXHIBITS



MGMA
EVENTS

MGMA®

BRAND EXPOSURE.
LEAD GENERATION.
INCREASED SALES.

MGMA events are designed to connect and educate practice management professionals from medical group practices and health systems across the country. With a focus on advancing the business of healthcare today for a better tomorrow, our conferences and events are where the community comes to seek solutions and find new partners.

Conference attendees are healthcare decision-makers interested in leading people, financial management and transforming patient care.

Your tools, resources, expert solutions and peer input will help attendees solve the most epic of challenges and overcome them within their organizations.

Your MGMA Account Manager is available to consult based on your unique needs and target audience to ensure you plan a successful event experience for your return. Use your account manager as a resource as you peruse this prospectus.



EXPLORE EVENTS AND OPPORTUNITIES

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MGMA FOCUS SPRING CONFERENCES

MGMA CONFERENCE SERIES 2026

MGMA

In 2026, MGMA proudly celebrates 100 years of service to medical practice leaders. Join us at our intimate, high-impact spring events, where decision-makers, thought leaders, and solution providers connect in three key markets:

H O S T E D B Y M G M A

MGMA

FOCUS

FINANCIAL

C O N F E R E N C E

MARCH 1-3, 2026 | PHOENIX, AZ

MGMA

FOCUS

OPERATIONS

C O N F E R E N C E

APRIL 12-14, 2026 | CHARLOTTE, NC

MGMA

FOCUS

PRIVATE PRACTICE

C O N F E R E N C E

MAY 3-5, 2026 | ST. LOUIS, MO

HOW TO CHOOSE?

Choosing the right MGMA face-to-face events to participate in as a sponsor and/or exhibitor can make all the difference in reaching your ideal audience and maximizing your return on investment. With MGMA's three Focus Spring conferences, each catering to distinct segments of the healthcare industry, it's essential to match your company's products, services, and goals with the attendees that matter most to you. Whether you're aiming to connect with operations leaders, financial decision-makers, private practice owners, or a broad spectrum of healthcare executives and practice managers, MGMA offers tailored opportunities to engage.

Use the summaries and attendee profiles below to identify the best conferences that align with your objectives in order to help you build valuable connections in the business of healthcare.

	MGMA Focus Financial Conference	MGMA Focus Operations Conference	MGMA Focus Private Practice Conference
Date	- March 1 - 3, 2026 2 exhibit days	- April 12 - 14, 2026 2 exhibit days	- May 3 - 5, 2026 2 exhibit days
Location	Sheraton Phoenix Downtown Phoenix, AZ	Westin Charlotte Charlotte, NC	Marriott St. Louis Grand St. Louis, MO
Audience	- CFOs, VPs of Finance & Accounting - Revenue Cycle Managers - Financial Analysts, Accounting Professionals	- COOs, VPs of Operations, Executive & Regional Directors - Patient Engagement Leaders - HR Managers	- Independent Healthcare Professionals & Administrators - Practice Managers in Physician-owned/Independent Practices
Focus Areas	- Revenue Cycle Management - Physician Compensation Plans - Contract Analysis and Negotiations	- Operational Efficiency - Patient Engagement - Building High-Performing Teams	- Keeping Private Practices Independent - Innovation Solutions for Practice Management
Attendees	Approx. 350+	Approx. 300+	Approx. 150+
Best For	Exhibitors targeting financial decision-makers in healthcare	Exhibitors targeting leadership in medical practice operations	Exhibitors targeting private and independent medical practices

[CLICK HERE FOR EXHIBITOR CONTRACT](#)

DEMOGRAPHICS | AUDIENCE PROFILE*

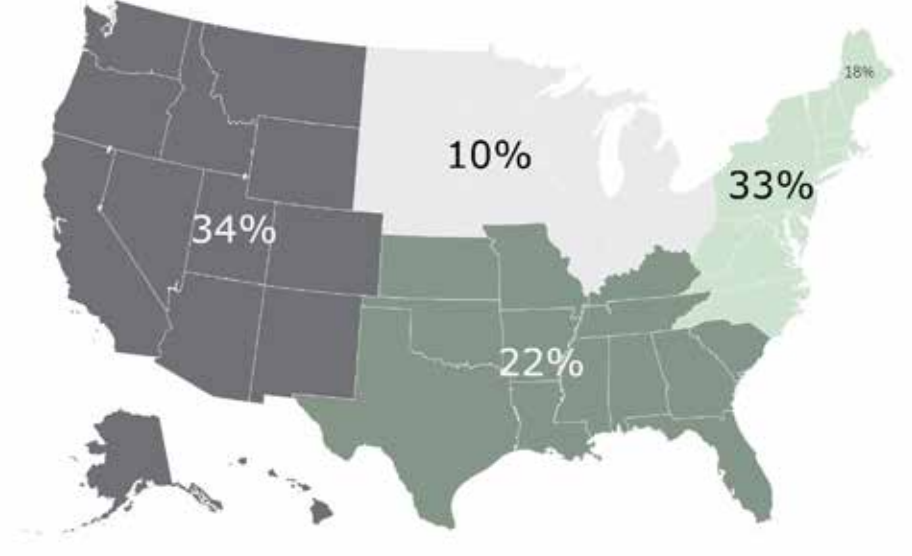
ANTICIPATED ATTENDEES: **350+**

- CFOs
- CEOs
- VPs of Finance & Accounting
- Revenue Cycle Managers
- Financial Analysts, Accounting Professionals

TOP MEDICAL SPECIALTIES

- Multispecialty with Primary/ Specialty Care
- Family Medicine
- OB/GYN
- Orthopedic Surgery
- Pediatrics
- Dermatology
- Cardiology
- Pulmonary Medicine
- Hospital Medicine
- Surgery: General
- Internal Medicine

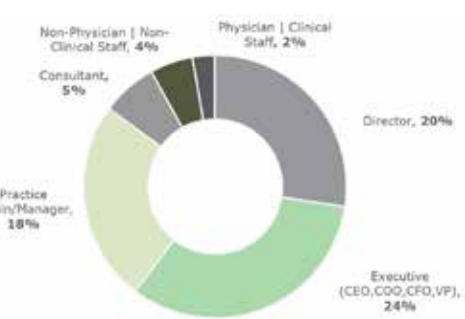
GEOGRAPHY



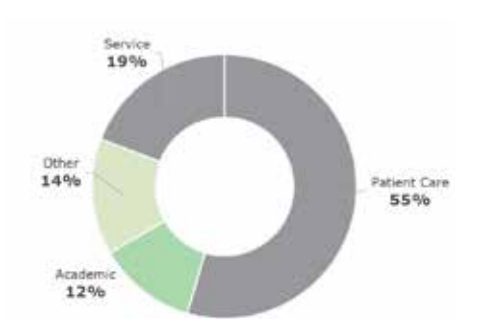
ATTENDEE BY FTE COUNT



ATTENDEE JOB LEVEL



ORGANIZATION TYPE



*Based on event data from MGMA Focus Financial Conference, April 13-15, 2025, Washington, DC.

DEMOGRAPHICS | AUDIENCE PROFILE*

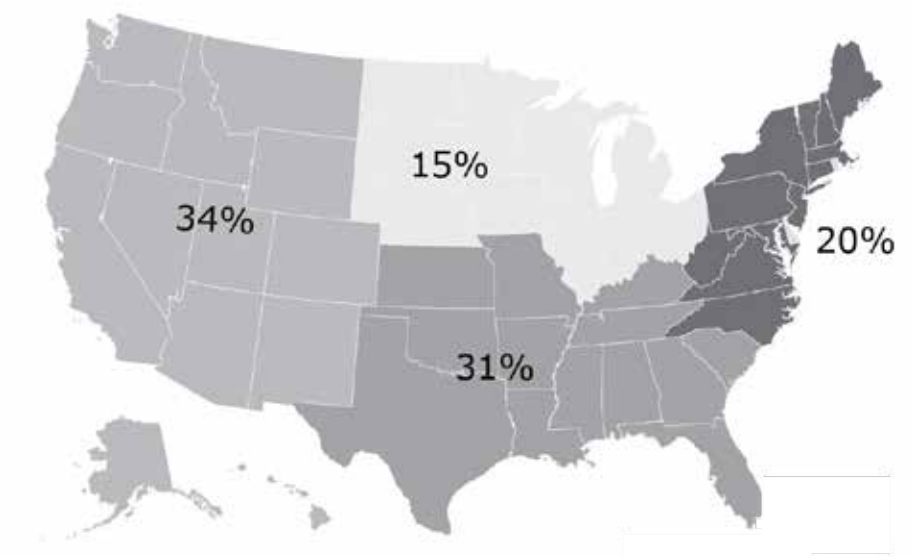
ANTICIPATED ATTENDEES: **300+**

- Executives (CEO, CFO, COO)
- VPs of Operations
- Practice Administrators/ Business Operations Professionals
- Regional Directors
- Patient Engagement Leaders

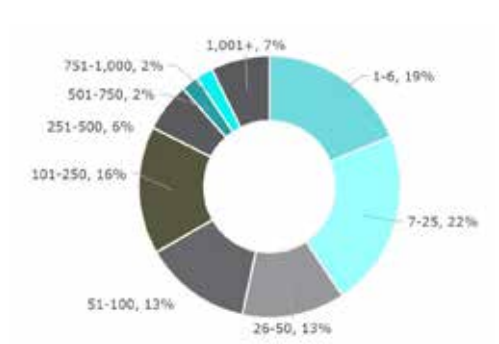
TOP MEDICAL SPECIALTIES

- Multispecialty with Primary/ Specialty Care
- Family Medicine
- Orthopedic Surgery
- Internal Medicine
- OB/GYN
- Hospital Medicine
- Pediatrics
- Surgery: General
- Urology
- Gastroenterology
- Urgent Care
- Psychiatry

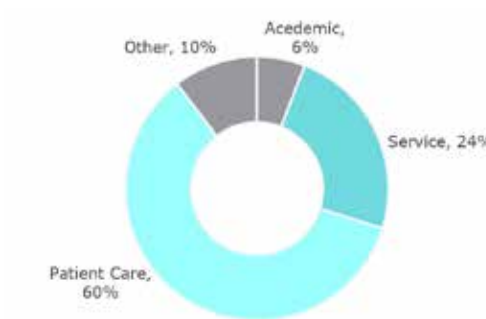
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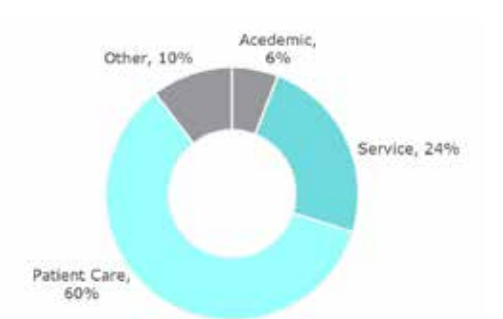
ATTENDEE BY FTE COUNT



ATTENDEE BY JOB LEVEL



ORGANIZATION TYPE



*Based on event data from MGMA Focus Operations Conference, March 2-4, 2025, Las Vegas, NV.

DEMOGRAPHICS | AUDIENCE PROFILE*

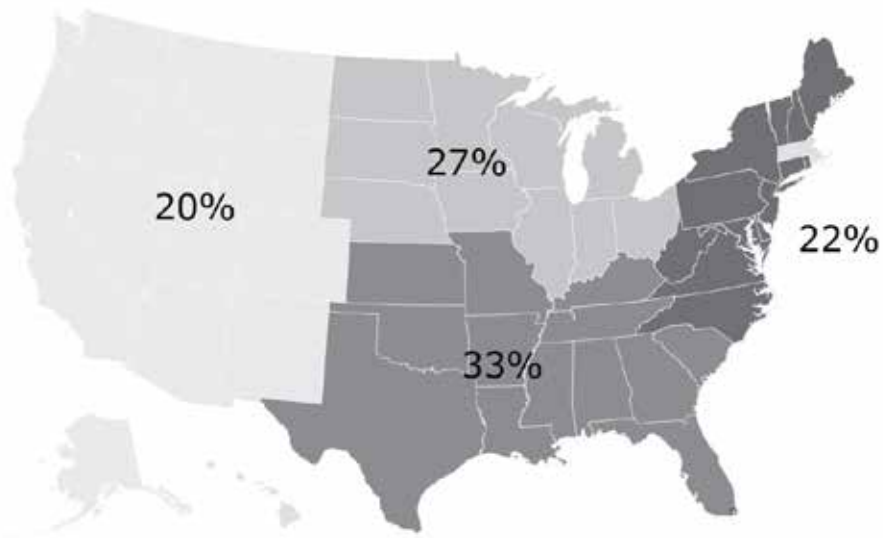
ANTICIPATED ATTENDEES: 150+

- Independent healthcare professionals & administrators
- Experts focused on private practice management

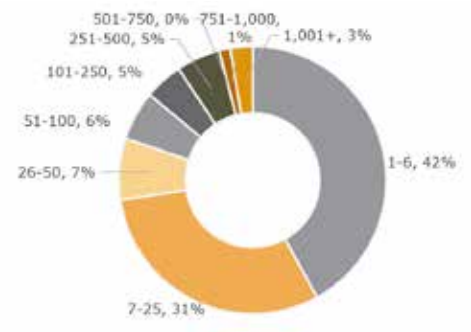
TOP MEDICAL SPECIALTIES

- Multispecialty with Primary/Specialty Care
 - Family Medicine
 - Orthopedic Surgery
 - Internal Medicine
 - OB/GYN
 - Hospital Medicine
- Pediatrics
 - Surgery: General
 - Anesthesiology: Pain Management
 - Dermatology
 - Neurology

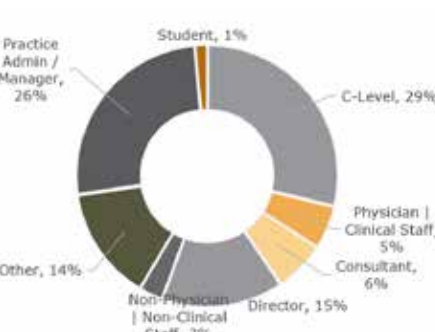
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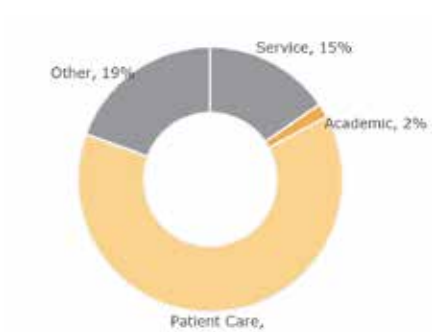
ATTENDEE BY FTE COUNT



ATTENDEE JOB LEVEL



ORGANIZATION TYPE



*Based on event data from MGMA Focus Private Practice Conference, June 22-24, 2025, Minneapolis, MN.

A GENERAL EXHIBITOR SCHEDULE

SUNDAY	
10:00 am - 2:00 pm	Exhibitor Move In
3:30 - 5:15 pm	Opening Main Stage
5:15 - 6:15 pm	Solution Center Grand Opening
MONDAY	
9:15 am - 3:30 pm	Solution Center Open
9:15 - 10:15 am	Dedicated Solution Center Hours and Refreshments
12:00 - 1:30 pm	Conference Lunch and Networking in the Solution Center
2:30 - 3:30 pm	Dedicated Solution Center Hours and Refreshments
3:30 - 5:00 pm	Exhibitor Move Out
4:30 - 6:00 pm	Social Event for Attendees and Exhibitors
TUESDAY	
Conference Education program concludes at 12:00 pm. There are no Solution Center hours on Tuesday.	

*The above exhibitor schedule is an example schedule and may vary based on each spring show but follow the same pattern.

*Exhibitor badges allow attendance at conference sessions but they are not eligible for CEUs. Exhibitors also are welcome to join attendees for breakfast on Monday and Tuesday before sessions.

BOOTH BENEFITS

Exhibiting at the Spring focus events helps your company target a specific subset of healthcare leaders and decision makers solving for their practices biggest challenges. Our expert team can help you identify the event(s) that best align with your target audience.

BOOTH PACKAGES

All booth packages include a 10'x10' booth space (100 sq. ft.), a 6' table, 2 chairs and a wastebasket in the Solution Center at the event. The event will be held in a carpeted ballroom at the hotel. Four types of booths are available at the event that vary in onsite visibility and booth location within the Solution Center. [Secure your exhibit\(s\) by completing the online contract.](#)

Bronze booths position your company as a standard exhibitor with just a booth at our Focus Conferences.

Silver booths position your company as a standard company but include access to the attendee list to better prepare your company for the Focus Conferences.

Gold booths position your company as a featured exhibitor and sponsor of all food and beverage functions at the event. As a gold exhibitor, your company will keep attendees energized with coffee, engaged during meals, and connected at lively networking receptions!

Platinum booths position your company as an exclusive sponsor of one of the featured items, for prominent exposure and additional attendee engagement. Choose from a list of exclusive opportunities included with your Platinum booth (selection first come, first serve.) Full list of opportunities on page 12.

BOOTH PACKAGES

	BRONZE Basic Booth		SILVER Booth and List		GOLD Booth and Sponsorship		PLATINUM Booth and Sponsorship	
Rate type based on membership level	Non-member	Corporate Member	Non-member	Corporate Member	Non-member	Corporate Member	Non-member	Corporate Member
Price	\$5,500	\$4,950	\$7,000	\$6,000	\$8,750	\$7,750	\$11,000	\$9,500
Booth size	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'	10' x 10'
Included badges (Additional may be purchased)	2	3	2	3	3	4	4	5
Recognition on floorplan and in mobile app	X	X	X	X	X	X	X	X
Non-contact roster of attendees	X	X	X	X	X	X	X	X
Pre-event postal mailing list of attendees			X	X	X	X	X	X
1 pre-event eblast opportunity				X		X	X	X
Recognition in MGMA event emails					X	X	X	X
Logo recognition on event signage					X	X	X	X
Verbal recognition from podium during opening general session					X	X	X	X
Gold sponsor recognition (non-exclusive at coffee stations, meals and receptions)					X	X		
Choice of Platinum Sponsorship (badge, wi-fi, charging, wellness, headshot)							X	X
1 mobile app push notification							X	X

PLATINUM BOOTH OPPORTUNITIES



Each Platinum Booth and Sponsorship comes with your choice of one of the following exclusive sponsorship opportunities. These sponsorships are not available outside of a Platinum Booth and Sponsorship package. Items will be selected first come, first served.

BADGE SPONSOR

Put your brand in every handshake! As the exclusive Badge Sponsor, your logo will be prominently displayed on every attendee name badge — one of the most visible branding opportunities at the event. Worn throughout the entire conference, badges are required for access to all sessions, networking events, and the Solution Center, making this a high-frequency impression opportunity

- Back of attendee badges branded with the sponsor provided artwork
- Sponsor thank you message in attendee Know Before You Go
- Sponsor recognition signage and in mobile app

WI-FI NETWORK SPONSOR

Keep attendees connected while putting your brand front and center.

- Sponsor name in Wi-Fi network or password
- Logo on all printed and digital Wi-Fi signage
- Recognition as exclusive Wi-Fi Network sponsor

CHARGING & NETWORKING HUB SPONSOR

Provide a recharge zone for attendees to relax, network, and power up.

- Branded portable chargers provided in the recharge zone
- Sponsor recognition signage and in mobile app
- Recognition as exclusive Charging & Networking hub sponsor

MINDFUL MONDAY MORNING | WELLNESS MEDITATION SPONSOR

Sponsor daily guided meditations delivered virtually or in person to help attendees start their day centered and focused.

- Verbal thank you at the end of each meditation
- Sponsor logo and message in app alongside meditation
- Recognition as exclusive meditation sponsor

HEADSHOT LOUNGE (MONDAY ONLY)

Provide a valuable takeaway with professional headshots, a top-rated attendee experience.

- Branded signage and backdrops at lounge
- Logo watermark on photo gallery website background
- Sponsor logo recognition in conference app, agenda and in post-event image delivery

SPEAKER’S OPPORTUNITIES

SPEAKING OPPORTUNITIES

MGMA does offer sponsored sessions at all events. To be considered for a session sponsorship, please submit your proposed session title and abstract through the [Call for Experts – Sponsored Sessions](#). You will be notified within 1 month of submission status and any opportunities aligned with your presentation topic.

SOLUTION SPOTLIGHT | 1 HOUR SPONSORED SESSION

\$9,500 NON-EXHIBITOR | \$6,500 NON-MEMBER IF EXHIBITING | \$5,500 CORPORATE MEMBER IF EXHIBITING | 4 AVAILABLE AT EACH EVENT

Use this concurrent educational session to spotlight your company’s expertise. Showcase a real-world scenario case study, new technology or research findings, or how-to presentation designed to attract and engage healthcare practice leaders. These sessions are not intended to be product demonstrations and should be educational in nature.

BENEFITS INCLUDE:

- Session title and abstract submitted via MGMA’s Call for Experts – Sponsored Sessions must be accepted by MGMA as a sponsorship
- Full contact list of attendees who check in for your session (including name, email, job title, organization name, and specialty)
- Sponsor logo on agenda, signage, and mobile app
- Opportunity to send a pre-event promotional email to attendees through MGMA’s marketing partner

SOLUTION EXCHANGE: EXPERT PANEL SERIES

\$8,000 NON-EXHIBITOR | \$5,500 NON-MEMBER EXHIBITOR | \$4,000 CORPORATE MEMBER EXHIBITOR | 2 SESSIONS AT EACH EVENT WITH 3 AVAILABLE SPONSORS FOR EACH SESSION

Join a curated panel discussion led by an MGMA moderator. Showcase your company’s expertise in a collaborative, thought-leadership format with two other solution providers.

Format: 1 hour session (45 minutes moderated discussion + 15 minutes Q&A)

BENEFITS INCLUDE:

- Session topics and invitation as panelist will come from submissions via MGMA’s Call for Experts – Sponsored Sessions which must be accepted by MGMA for sponsorship purchase
- Full contact list of attendees who check in to your session (including name, email, job title, and specialty)
- Sponsor logo on agenda, signage, organization name, and mobile app

ADDITIONAL EXHIBITOR COSTS



WHAT ADDITIONAL COSTS WILL YOU ENCOUNTER?

Once the contract is signed for your booth at a Spring Focus conference your company may encounter additional optional costs.

- **Lead Retrieval** – lead retrieval is an app that can be used to scan attendee badges to capture their contact information. Average spend is \$350 for exhibitors.
- **Additional Badges** – If your team needs additional onsite support, your company may purchase additional exhibitor badges for \$650 Corporate Member | \$750 Non-Member
- **Booth Set-up** – Should your team want to add any additional A/V equipment, booth furnishings, signage, decor, and material handling. *Pricing varies and can be purchased through MGMA’s exhibitor contractors
- **Hotel** – MGMA sets up hotel group room blocks at discounted group rates for all Spring Conferences at the host hotel. *Prices vary. See the conference hotel information page for each event.

Exhibitors will receive access to an exhibitor portal approximately 12 weeks prior to the start of each event. This is your team’s one stop shop to complete all of the action items to have a successful show including those options above. Pre-event attendee rosters that are included with your booth and/or sponsorship benefits (based on the grid on page 11) are posted in the exhibitor portal starting approximately 3 weeks prior to the event.



STEPS TO SUCCESS

As an exhibitor at MGMA Conferences, there are several steps you can take to make the most of your investment and ensure a successful experience.



CONTACT US

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ABOUT MGMA

Founded in 1926, the Medical Group Management Association (MGMA) is the nation's largest association focused on the business of medical practice management. MGMA consists of 15,000 group medical practices ranging from small private medical practices to large national health systems representing more than 350,000 physicians. MGMA helps 60,000 medical practice leaders and the healthcare community solve the business challenges of running practices so that they can focus on providing outstanding patient care. Specifically, MGMA helps its members innovate and improve profitability and financial sustainability, and it provides the gold standard on industry benchmarks such as physician compensation. The association also advocates extensively on its members' behalf on national regulatory and policy issues.

MGMA EVENTS

In addition to onsite opportunities, MGMA regularly sees a boost in website traffic, engagement in newsletters, etc. in the weeks leading up to and following our events. Advertise your booth and engage with attendees pre-event. Extend your exposure and reach a broader audience post-event.

**[CONTACT YOUR ACCOUNT MANAGER OR
VIEW A COPY OF THE MGMA MEDIA KIT.](#)**