

2027

**SPRING CONFERENCES
SPONSORSHIP AND
EXHIBITS**



McMA

WHY MGMA?

Our team identifies the industry's most impactful event opportunities, so you can focus on results. Connect your brand with healthcare executives and key decision-makers actively seeking innovative solutions. As an MGMA partner, you'll gain targeted exposure to medical practice leaders, helping you build meaningful relationships, generate qualified leads, and stand out in a competitive healthcare marketplace.

SPONSORSHIP OPPORTUNITIES



BRAND EXPOSURE. LEAD GENERATION. INCREASED SALES.

Engage with healthcare leaders, innovators, and industry partners at our exclusive spring events — designed to foster meaningful conversations and valuable connections across three strategic markets:

Financial Conference

March 4 - 6, 2027 | Atlanta, GA

Private Practice Conference

April 8 - 10, 2027 | Tampa, FL

Operations Conference

May 2 - 4, 2027 | Seattle, WA

FINANCIAL CONFERENCE



March 4-6, 2027
Atlanta, GA

PRIVATE PRACTICE CONFERENCE



April 8-10, 2027
Tampa, FL

OPERATIONS CONFERENCE



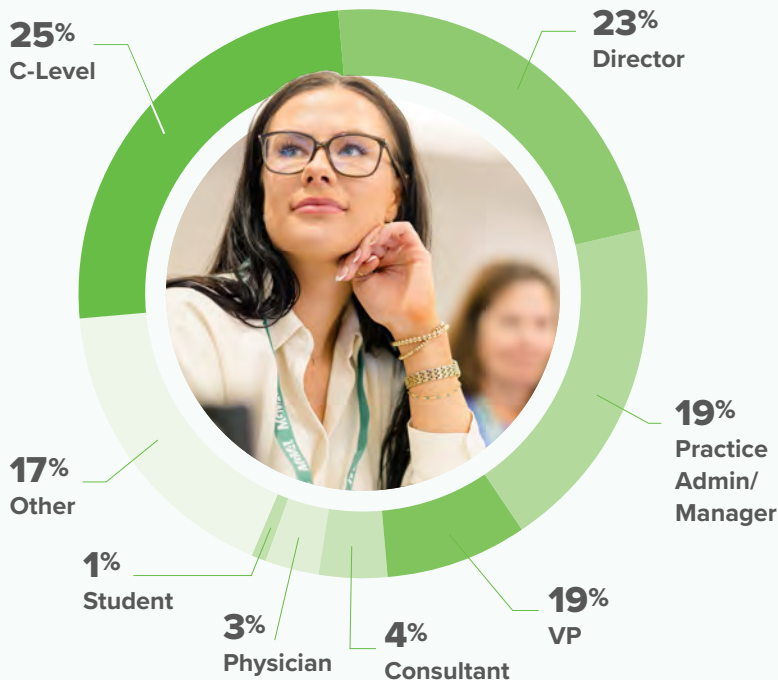
May 2-4, 2027
Seattle, WA

ATTENDEE DEMOGRAPHICS

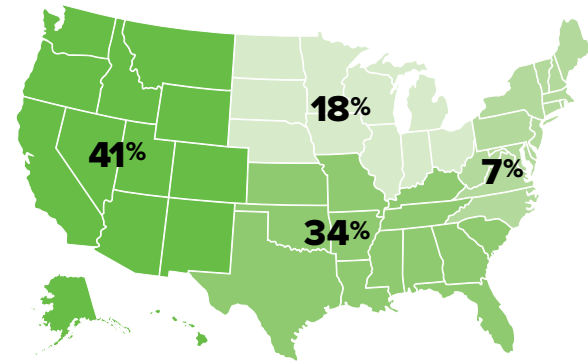
Direct access to CEOs, CFOs, VPs of Finance and Accounting, Revenue Cycle Managers, Financial Analysts, and Accounting Professionals with roles relevant to your brand.

400+ ANTICIPATED ATTENDEES

JOB LEVEL



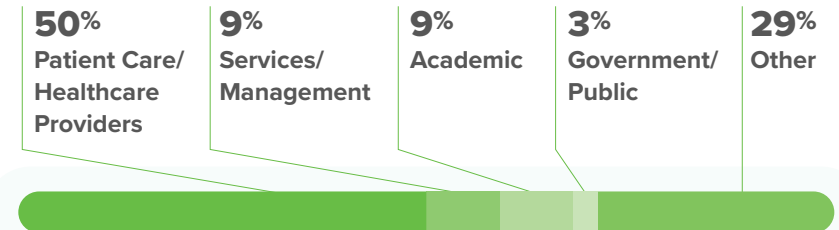
GEOGRAPHY



TOP MEDICAL SPECIALTIES

- Multispecialty with Primary and Specialty Care
- Family Medicine
- OB/GYN
- Ophthalmology
- Cardiology
- Pediatrics
- Hospital Medicine
- Multispecialty with Primary Care Only

ORGANIZATION TYPE



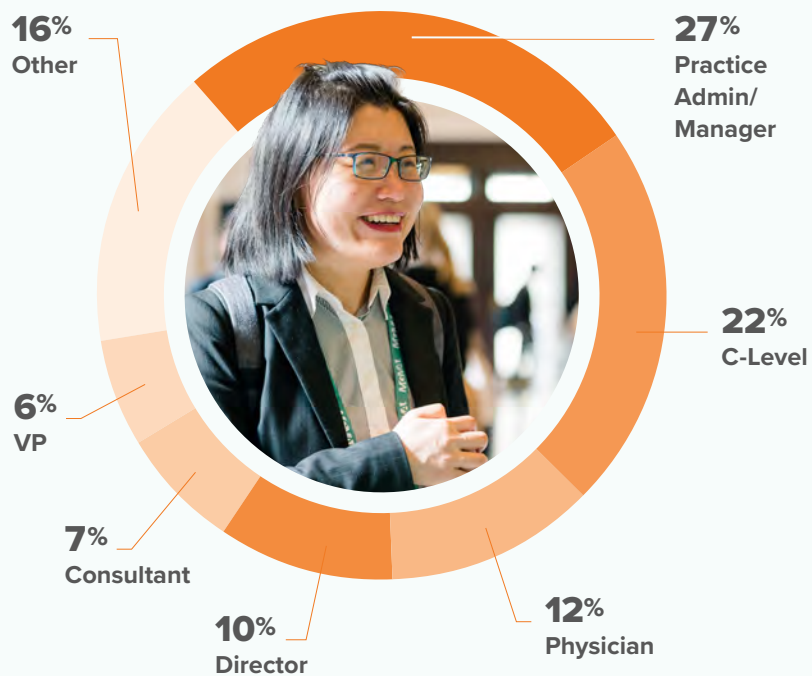
Data based on 2026 MGMA Financial Conference event data

ATTENDEE DEMOGRAPHICS

A concentrated audience of Practice Owners, Administrators, Practice Managers, Operations Leaders, and Revenue Cycle Professionals whose responsibilities align with solutions designed for private practices.

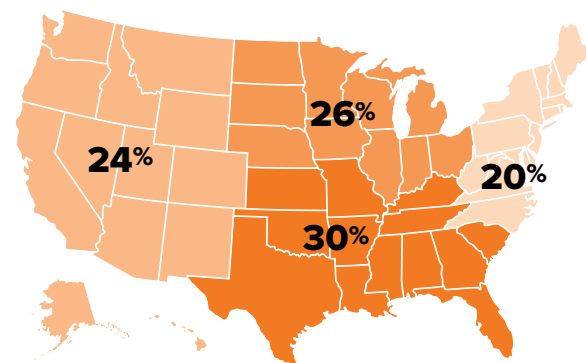
200+ ANTICIPATED ATTENDEES

JOB LEVEL



Data based on 2026 MGMA Private Practice Conference event data

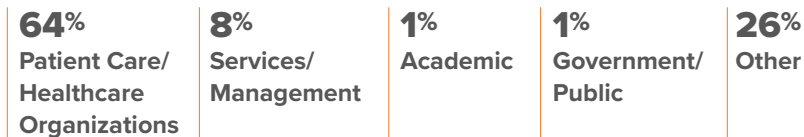
GEOGRAPHY



TOP MEDICAL SPECIALTIES

- Ob/GYN
- Family Medicine
- Pediatrics
- Surgery – General
- Internal Medicine
- Multispecialty with Primary Care
- Rheumatology
- Neurology
- Dermatology
- Surgery – Vascular
- Gastroenterology
- Orthopedic Surgery

ORGANIZATION TYPE



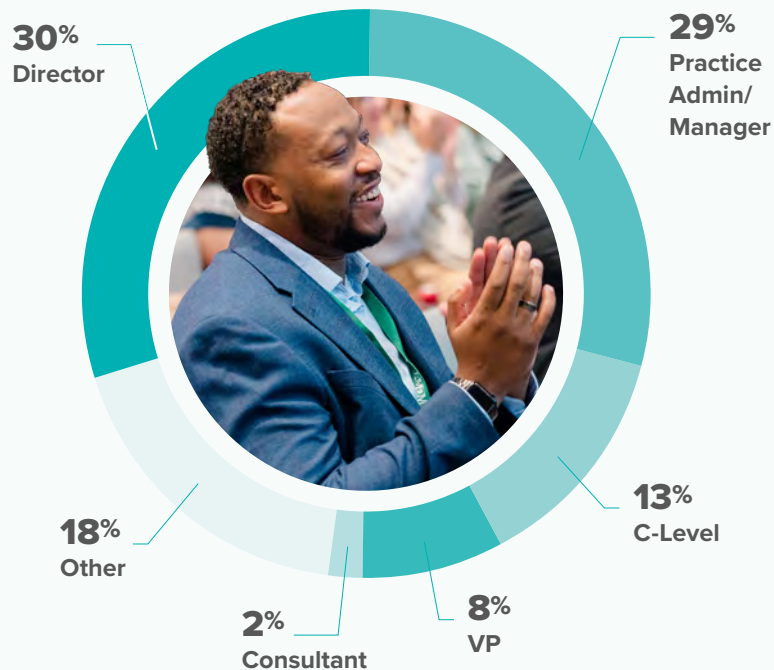
ATTENDEE DEMOGRAPHICS

A targeted audience of healthcare executives (CEO, CFO, COO), operations leaders, Practice Administrators, Business Operations Professionals, Regional Directors, and Patient Engagement Leaders whose responsibilities align with your products and services.

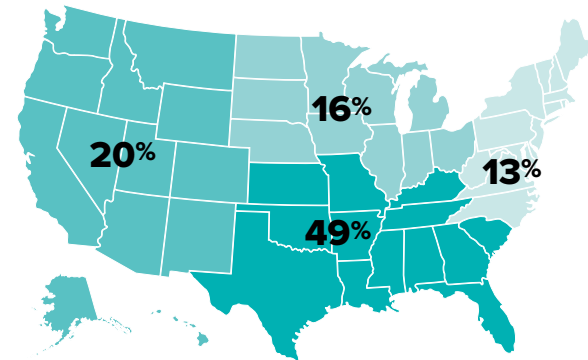
500+

ANTICIPATED ATTENDEES

JOB LEVEL



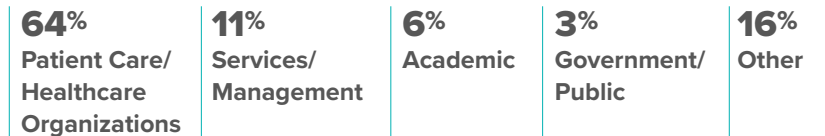
GEOGRAPHY



TOP MEDICAL SPECIALTIES

- Multispecialty with Primary and Specialty Care
- Family Medicine
- Multispecialty with Primary Care Only
- Orthopedic Surgery
- Nephrology
- Pediatrics
- OB/GYN
- Internal Medicine

ORGANIZATION TYPE



Data based on 2026 MGMA Operations Conference event data

BOOTH PACKAGES



	BRONZE Basic Booth		SILVER Booth and List		GOLD Booth and Sponsorship		PLATINUM Booth and Sponsorship		PLATINUM PLUS 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	Non-member	Corporate Member
Price	\$6,500	\$5,500	\$8,000	\$7,000	\$9,500	\$8,500	\$11,000	\$10,000	\$15,000	\$14,000
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'	10' x 20'	10' x 20'
Included badges (Additional may be purchased)	2	3	2	3	3	4	4	5	5	6
Recognition on floorplan, in mobile app, and non-contact roster of attendees	X	X	X	X	X	X	X	X	X	X
Pre-event postal mailing list of attendees			X	X	X	X	X	X	X	X
1 pre-event eblast opportunity				X	X	X	X	X	X	X
Logo recognition on event signage and Cash Dash Participation					X	X	X	X	X	X
Verbal recognition from podium during opening general session					X	X	X	X	X	X
Gold sponsor recognition (non-exclusive at opening reception, breakfast, and lunch)					X	X				
1 mobile app push notification							X	X	X	X
Choice of Platinum Sponsorship (Badge, Charging, or Coffee)							X	X		
Choice of Platinum Plus Sponsorship (Wi-Fi, Wellness, or Headshot)									X	X

*Platinum Plus is only available at Financial and Operations Conference

PLATINUM PLUS OPPORTUNITIES

WI-FI NETWORK SPONSOR (EXCLUSIVE)

Keep attendees connected while putting your brand in front and center.

- Sponsor choice of Wi-Fi password (MGMA approval)
- Recognition where network and password are provided to attendees
- Onsite signage recognition and logo in the mobile app
- Sponsor thank you message in attendee Know Before You Go



HEADSHOT LOUNGE (EXCLUSIVE)

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

- “Presented by” Branding: Professional Headshot Lounge presented by [Sponsor]
- Signage at lounge and directional signage
- One dedicated app push notification: “Need a new LinkedIn photo? Stop by the Professional Headshot Lounge presented by [Sponsor].”
- Sponsor recognition in mobile app
- Branded Image Delivery Email: “Your professional headshot was made possible by [Sponsor logo] hyperlinked to website or landing page.
- Sponsor thank you message in attendee Know Before You Go

CHAIR MASSAGE & INFUSED WATER SPONSOR (EXCLUSIVE)

Always an attendee favorite, sponsor a massage station providing chair massages and infused water.

- Sponsor recognition signage and in mobile app
- Ability for sponsor to provide branded napkins, stress balls, or fidget-type toy at sponsor’s cost
- Sponsor thank you message in attendee Know Before You Go

BADGE SPONSOR (EXCLUSIVE)

Your brand, in every connection. As the exclusive Badge Sponsor, you'll receive prominent logo placement on every attendee's credential, creating repeated exposure throughout the conference experience. From check-in and education sessions to networking events and exhibit hall interactions, your brand will be visible at every key touchpoint, ensuring lasting recognition among healthcare decision-makers.

- 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

CHARGING SPONSOR (EXCLUSIVE)

Provide portable chargers for attendees to use to power up throughout the duration of the conference.

- Branded portable chargers provided in your booth
- Sponsor recognition signage and in mobile app directing attendees to your booth to pick-up a charger
- Sponsor thank you message in attendee Know Before You Go

COFFEE SPONSOR (EXCLUSIVE)

Everyone needs caffeine! Be the brand fueling the day.

- Sponsor branded coffee cups
- Ability to also provide napkins or coffee sleeves at sponsor's cost
- Signage at event and directional signage
- App push notifications and schedule recognition
- Sponsor thank you message in attendee Know Before You Go



ADDITIONAL EXHIBITOR-ONLY OPPORTUNITIES

ONE-ON-ONE ROOM SPONSOR (EXCLUSIVE)

\$9,500 MEMBER / \$10,500 NON-MEMBER

Personalized Advice. Lasting Impact. Sponsor the attendee-facing resource room where attendees can meet with MGMA account managers, MGMA DataDive specialists, ACMPE reps, or schedule private 15-minute coaching sessions with an MGMA consultant to discuss topics such as: burnout, leadership transitions, team management and career growth.

- Opportunity to distribute company informational resources
- MGMA marketing email inviting attendees sign up for a one-on-one appointment
- Sponsor recognition signage and in mobile app
- Two (2) additional exhibitor badges

CONFERENCE BAG SPONSOR (EXCLUSIVE)

\$7,000 MEMBER / \$8,000 NON-MEMBER

Your logo shines on the official conference bag, giving you continuous visibility throughout the event and long after attendees take it to their offices and daily routines.

- Choice between (3) MGMA approved conference bags
- Branded with your logo alongside MGMA
- Bags given away upon entering the Solution Center



FAREWELL HAPPY HOUR (EXCLUSIVE)

\$7,250 MEMBER / \$8,250 NON-MEMBER

Put your brand at the center of the Closing Night Reception. The sponsored entertainment area, featuring activities such as photo opportunities, roaming performers, and other interactive experiences selected by MGMA, will be branded with your logo and promoted in attendee communications.

- Sponsor recognition signage and in mobile app
- Pre-event marketing advertising the entertainment at the Solution Center Grand Opening
- When possible, company logo along with MGMA used on take-away

SPEAKING OPPORTUNITIES



INNOVATION SHOWCASE 60-MINUTE SPONSORED SESSION

\$7,750 MEMBER / \$8,750 NON-MEMBER

(4) Available – Use this targeted educational session to spotlight your solution with a case study, or results-driven talk designed to attract and engage healthcare practice leaders. Must be educational in nature. Topic must be approved.

- Session title and abstract submitted via MGMA's Call for Speakers
- Full check-in attendee list from your session (including name, email and job title)
- Sponsor recognition signage and in mobile app
- Opportunity to send a pre-event promotional email to attendees through MGMA
- (1) Additional Exhibitor Speaker Badge

INDUSTRY INSIGHTS PANEL EXPERT PANEL SERIES

\$6,500 MEMBER / \$7,500 NON-MEMBER

(2 Sessions with 3 available slots per session for a total of 6) – 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.

- Financial Panel 1: Beyond the Contract: Managing the Payer Relationship from Credentialing to Payment
- Financial Panel 2: Stop the Denial Before It Starts: Building a Revenue Cycle from Intake to Payment
- Private Practice Panel: Building the Partnerships That Keep Private Practice Viable
- Operations Panel 1: Unlocking Access: Getting More Capacity from the Resources You Already Have
- Operations Panel 2: Every Slot Matters: Reducing No-Shows, Filling Cancellations and Optimizing Provider Schedules

**Contact your account manager for panel details*

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

- Attendees have the opportunity to submit questions to the panel in advance of session to MGMA's Senior Editor
- Sponsor recognition signage and in mobile app
- Full check-in attendee list from your session (including name, email and job title)
- (1) Additional Exhibitor Speaker Badge

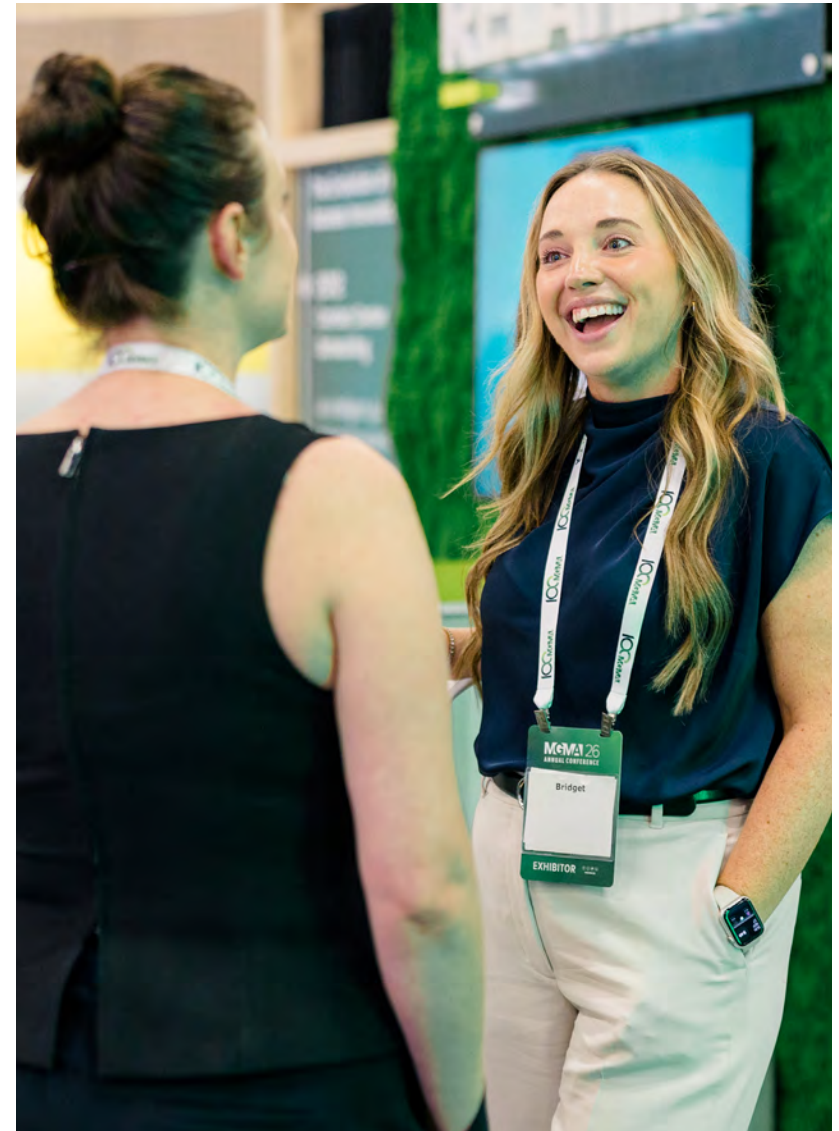
ADDITIONAL EXHIBITOR COSTS

WHAT ADDITIONAL COSTS WILL YOU ENCOUNTER?

For all MGMA Spring Conferences the booth package includes: (1) 6 ft table, (2) chairs, (1) waste basket, and booth ID sign. In preparing for the conference your team may choose to add on the additional resources and you may encounter additional optional cost.

- **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 I \$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 4) 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

YOUR ACCOUNT MANAGEMENT TEAM

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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.

NEW TO MGMA?

busdevelop@mgma.com
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