



MEDICAL GROUP
MANAGEMENT
ASSOCIATION

MGMA EVENTS

20
25

EXHIBIT
AND
SPONSORSHIP
PROSPECTUS

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.

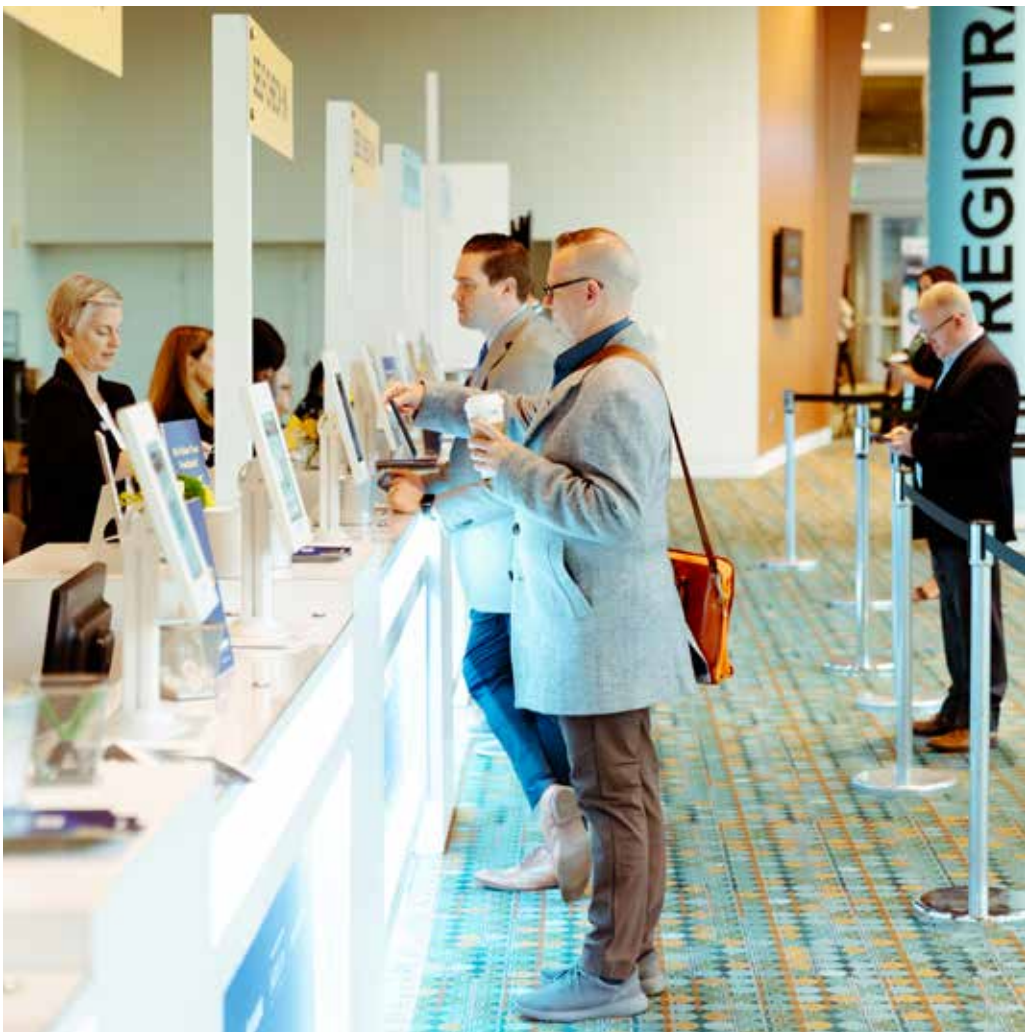
Your tools, resources, expert solutions and peer input will help attendees solve the most epic of challenges and overcome them within their organizations.

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 them as a resource as you are perusing this prospectus.



EXPLORE EVENTS AND OPPORTUNITIES

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MGMA CONFERENCE SERIES 2025



HOW TO CHOOSE?

Choosing the right MGMA face-to-face event to sponsor or exhibit at can make all the difference in reaching your ideal audience and maximizing your return on investment. With MGMA's suite of five unique 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, human resource experts, 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 face-to-face conferences that align best with your objectives and helps you build valuable connections in the business of healthcare.

	<u>MGMA Focus Private Practice Conference</u>	<u>MGMA Leaders Conference</u>	<u>MGMA Focus Financial Conference</u>	<u>MGMA Focus Operations Conference</u>
Date	<ul style="list-style-type: none"> • June 22 - 24, 2025 • 2 exhibit days 	<ul style="list-style-type: none"> • Sept. 28 - Oct. 1, 2025 • 3 exhibit days 	<ul style="list-style-type: none"> • March 1 - 3, 2026 • 2 exhibit days 	<ul style="list-style-type: none"> • April 12 - 14, 2026 • 2 exhibit days
Location	<ul style="list-style-type: none"> • Hilton Minneapolis Minneapolis, MN 	<ul style="list-style-type: none"> • Orange County Convention Center, Orlando, FL 	<ul style="list-style-type: none"> • Sheraton Phoenix Downtown Phoenix, AZ 	<ul style="list-style-type: none"> • Westin Charlotte Charlotte, NC
Audience	<ul style="list-style-type: none"> • Independent healthcare professionals & administrators • Practice managers in physician-owned /independent practices 	<ul style="list-style-type: none"> • Practice Administrators, C-suite Executives • VPs, Directors, Managers, and Business Leaders in Healthcare 	<ul style="list-style-type: none"> • CFOs, VPs of Finance & Accounting • Revenue Cycle Managers • Financial Analysts, Accounting Professionals 	<ul style="list-style-type: none"> • COOs, VPs of Operations, Executive & Regional Directors • Patient Engagement Leaders • HR Managers
Focus Areas	<ul style="list-style-type: none"> • Keeping private practices independent • Innovative solutions for practice management 	<ul style="list-style-type: none"> • Leadership, strategic decision-making • Patient care transformation, relationship building • Business intelligence & technology 	<ul style="list-style-type: none"> • Revenue cycle management • Physician compensation plans • Contract analysis and negotiations 	<ul style="list-style-type: none"> • Operational efficiency • Patient engagement • Building high-performing teams
Attendees	<ul style="list-style-type: none"> • Approx. 150+ 	<ul style="list-style-type: none"> • Approx. 1,300+ 	<ul style="list-style-type: none"> • Approx. 350+ 	<ul style="list-style-type: none"> • Approx. 300+
Best For	<ul style="list-style-type: none"> • Exhibitors targeting private and independent medical practices 	<ul style="list-style-type: none"> • Exhibitors wanting broad exposure to healthcare decision-makers across all practice types and specialties 	<ul style="list-style-type: none"> • Exhibitors targeting financial decision-makers in healthcare 	<ul style="list-style-type: none"> • Exhibitors targeting leadership in medical practice operations

DON'T FORGET! MGMA's Summit Online Conference, June 3-5, 2025, [on page 38](#) to engage with the largest health groups and systems.

2025 MGMA MARQUEE EVENT PATRON

For inclusion in all 2025 events. Speak to your account manager about the benefits of this full year program.

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



CORPORATE MEMBER

\$10,000 QUARTERLY PAYMENT

- 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
- 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.
- **CASH DASH GAME** included at all events where exhibiting.
- Capture full contact attendee **LEADS LISTS** for ALL 6 multi-day events!
- Opportunity to conduct a **FOCUS GROUP**/discussion group onsite!



PREMIER CORPORATE MEMBER

\$9,000* QUARTERLY PAYMENT

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

- 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!**

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*



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



PRIVATE PRACTICE

C O N F E R E N C E

This second annual MGMA Focus event brings together over 150 healthcare professionals, administrators and industry experts to explore the latest trends, best practices and innovative **solutions for keeping your private practice independent!**

JUNE 22 - 24, 2025 | HILTON MINNEAPOLIS, MINNEAPOLIS, MN

DEMOGRAPHICS | AUDIENCE PROFILE*

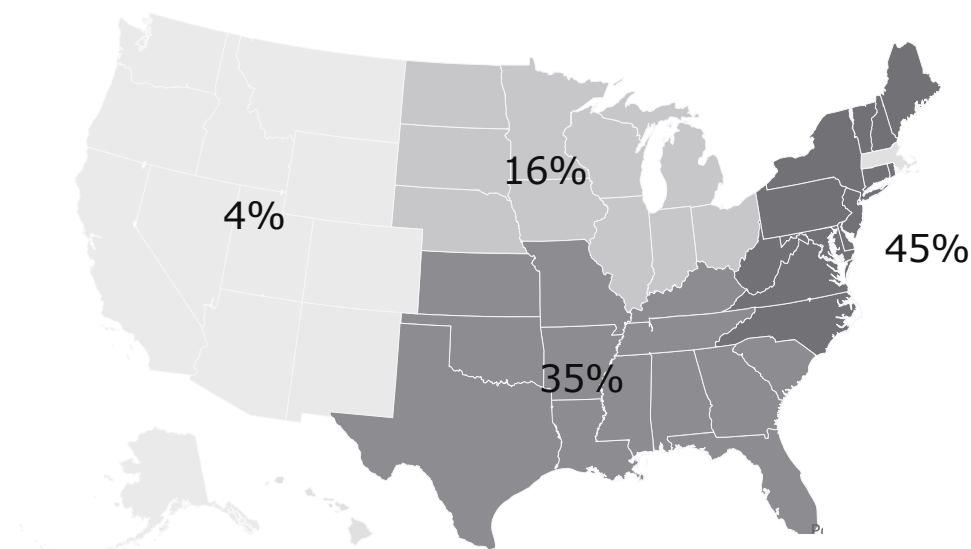
ANTICIPATED ATTENDEES: **150+**

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

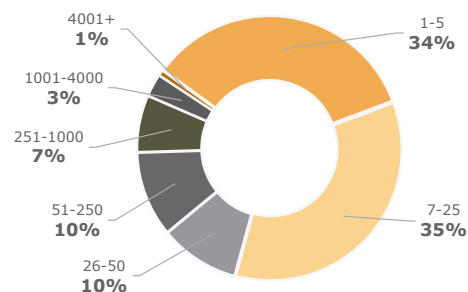
TOP MEDICAL SPECIALTIES

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

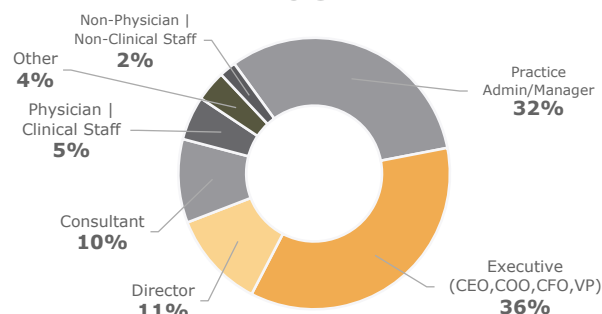
GEOGRAPHY



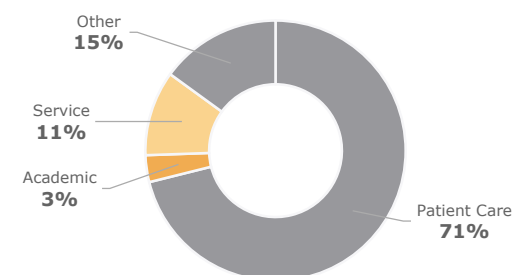
ATTENDEE BY FTE COUNT



ATTENDEE JOB LEVEL



ORGANIZATION TYPE



*Based on event data from MGMA Focus Private Practice Conference, August 22 - 24, 2024, Annapolis, MD.



BOOTH BENEFITS

Our expert team cuts through industry noise to identify the best conference opportunities for your brand so that you can focus on securing quality leads and sales at the event. As an MGMA partner, we position your expertise, products and services in front of the nation's top healthcare decision makers to ensure your healthcare solution outshines your biggest competitor.

MGMA NON-MEMBER BENEFITS

- Attendee roster provided weekly starting six-weeks prior to the event
- Two exhibitor badges per 10' x 10' booth

MGMA CORPORATE MEMBER BENEFITS

- Attendee roster provided weekly starting six-weeks prior to the event
- One attendee pre-conference direct mail list
- Three exhibitor badges per 10' x 10' booth
- Opportunity for pre-conference e-blast IF corporate member has a 10x20 booth or larger

BOOTH FURNISHINGS

- Each booth will have an 8' black back drape and 3' black side dividers
- One 6' x 30" black draped table
- Two chairs

CASH DASH TRAFFIC GAME

\$1,250 NON-MEMBER | \$1,000 CORPORATE MEMBER | 15 AVAILABLE

[Learn more on page 31.](#)

BOOTH RATES

	10x10	10x20
Early Bird* Corporate Member	\$3,950	\$7,900**
Regular Rate Corporate Member	\$4,250	\$8,500**
Early Bird* Non-member	\$4,600	\$9,200
Regular Rate Non-member	\$4,900	\$9,800

*OCTOBER 14, 2024 is **early bird pricing** deadline

**Corporate Members who do a 10x20 booth will receive a pre-event eblast opportunity



EXHIBITOR SCHEDULE

HILTON MINNEAPOLIS MINNEAPOLIS, MN	
SUNDAY, JUNE 22, 2025	
11:00 am - 2:00 pm	Exhibitor Move-In
3:30 - 5:15 pm	Opening Main Stage - Exhibitors Encouraged to Attend
5:15 - 6:45 pm	Solution Center Social Hour Opening
MONDAY, JUNE 23, 2025	
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 Luncheon in 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, JUNE 24, 2025	
Conference education program concludes at 12:00pm. There are no exhibit hall hours for Tuesday.	

EXHIBIT SPACE SOLD OUT FOR 2025



PRIVATE PRACTICE CONFERENCE

JUNE 22 - 24, 2025 | HILTON MINNEAPOLIS, MINNEAPOLIS, MN



EDUCATION ROOM HOST SPONSOR **SOLD OUT**

\$6,500 NON-MEMBER | \$5,500 CORPORATE MEMBER | 3 AVAILABLE

This session sponsorship places your company top of mind, as featured MGMA professionals gather for concurrent session content. Position your company in the forefront of the healthcare landscape, as a potential partner for members in attendance. **Secure your opportunity by May 30.**

BENEFITS INCLUDE:

- Opportunity for sponsor representative to introduce each concurrent session running in their hosted room. Company representative to open each session
- 6-ft branded tabletop and 2 chairs outside the session room — table can be used for distribution of an attendee giveaway or collateral promoting your brand and message as attendees enter the session you sponsor
- (2) Exhibit Badges to attend full conference
- Sponsor recognition on room signage, and sponsor logo plus URL link on conference mobile app





PRIVATE PRACTICE CONFERENCE

JUNE 22 - 24, 2025 | HILTON MINNEAPOLIS, MINNEAPOLIS, MN



SOLUTION SPOTLIGHT 30-MINUTE SESSION AT THE CONFERENCE **SOLD OUT**

\$6,500 NON-MEMBER | \$5,500 CORPORATE MEMBER | 6 AVAILABLE

Use your session to provide a snapshot of the impact your solution has on healthcare practices. Highlight product features with a demo, case study or research findings. This is your opportunity to bring focus to your solution, obtain feedback and generate leads from attendees experiencing pain points you can alleviate. **Secure your opportunity by May 16.**

BENEFITS INCLUDE:

- 30-minute speaking opportunity inside the conference program
- Sponsor to supply title, abstract, and learning objectives for session
- Sponsor will receive post-event list of all attendees who joined their session to include name, demographics, email and physical address
- Session title and sponsor logo included in Conference schedule
- Sponsor recognition on room signage, and sponsor logo plus URL link on conference mobile app
- 15-second video bumper ad featured in walk-in slides for all concurrent sessions
- Opportunity for pre-event eblast to attendees highlighting your session

Please note presentations for sponsored sessions are due 4 weeks prior to the conference on Friday, May 23.



REGISTRATION SPONSOR **SOLD OUT**

\$6,500 NON-MEMBER | \$5,500 CORPORATE MEMBER | EXCLUSIVE

Make personal connections as each attendee receives their conference badge. Your staff will be stationed near conference registration to greet attendees throughout the conference. Drive attendees to your table by providing a fun give-away item. **Secure your opportunity by May 16.**

BENEFITS INCLUDE:

- 2 exhibit badges, good for the full conference
- Branded table near registration for your staff to provide your give-away item
- Sponsor thank you message in attendee Know Before You Go email
- Sponsor recognition sign provided at table
- Sponsor recognition on conference badges and branding in the conference app

SPONSORED CHARGING AND NETWORKING HUB

\$6,500 NON-MEMBER | \$5,500 CORPORATE MEMBER | EXCLUSIVE

Networking hubs are designed for attendees and exhibitors to relax, recharge devices, check emails and meet up with colleagues and healthcare peers. **Secure your sponsorship by May 23.**

BENEFITS INCLUDE:

- 2 exhibit badges, good for the full conference
- Sponsor mention in event app on-site
- Opportunity to leave promotional material in the area — like QR codes and promo info that drives attendees to your website
- Signage recognizing sponsor provided on tables and portable charging stations in conference hallway/portico



PRIVATE PRACTICE CONFERENCE



JUNE 22 - 24, 2025 | HILTON MINNEAPOLIS, MINNEAPOLIS, MN

CONFERENCE MEAL SPONSOR

MONDAY, JUNE 23, BREAKFAST: 6:45 - 7:30 AM | LUNCHEON: 12:00 - 1:30 PM

TUESDAY, JUNE 24, BREAKFAST: 7:15 - 8:00 AM

\$4,000 NON-MEMBER | \$3,500 CORPORATE MEMBER | EXCLUSIVE

Your brand will be front and center as attendees gather for breakfast twice and lunch once during the conference. **Secure your sponsorship by May 30.**

BENEFITS INCLUDE:

- 2 complimentary exhibitor badges, good for the full conference, for your staff to network and engage
- Promotional signage in the meal area (artwork provided by sponsor)
- Logo recognition on directional signage to meal areas
- Sponsor recognition in the conference schedule on the app
- Opportunity to supply give away item at meals

SOCIAL SPONSOR

SUNDAY, JUNE 22, 5:15 - 6:45 PM **AND** MONDAY, JUNE 23, 4:30 - 6:00 PM

\$7,500 NON-MEMBER | \$6,500 CORPORATE MEMBER | 2 AVAILABLE

Put your company in the middle of the action and conversation at conference. From the opening reception on Sunday evening to saying goodbye at the networking happy hour on Monday the Social Sponsor sets the vibe for each onsite event. **Secure your opportunity by May 30.**

BENEFITS INCLUDE:

- Table near bar during Solution Center Opening
- Table at the networking happy hour on Monday
- Event drink tickets to distribute
- Sponsor recognition in conference app
- Sponsor recognition in app push prior to each event
- 2 exhibitor badges, good for the full conference



CASH DASH TRAFFIC GAME **SOLD OUT**

\$1,250 NON-MEMBER | \$1,000 CORPORATE MEMBER | 15 AVAILABLE

Increase your booth traffic on-site! This traffic package encourages attendees to visit your booth, have a conversation and get their game card signed for a chance to win the cash drawing. **Secure your opportunity by May 30.**

BENEFITS INCLUDE:

- Booth listed on game card
- Cash Dash stop sign for your booth
- Listing as Cash Dash booth inside the event app

MGMA DEPLOYED EVENT EMAIL **SOLD OUT**

\$2,000 NON-MEMBER | \$1,250 CORPORATE MEMBER | 6 AVAILABLE

Expand the reach for your solutions! Your brand and message featured in the MGMA event branded email sent to the broader MGMA audience invited to conference. **Secure your opportunity by April 18.**

BENEFITS INCLUDE:

- Sponsor to supply logo, message for highlight section and URL
- Sponsor to receive HTML file of final message with MGMA branding that can also be shared with your own customers and prospects

APP PUSH TO ALL ATTENDEES ON CONFERENCE APP

\$1,000 NON-MEMBER | \$1,000 CORPORATE MEMBER | 6 AVAILABLE

We'll send this message for you onsite from the mobile event app. Invite attendees to see you at your booth, promote a give away or new product at your booth. **Secure your opportunity by June 13.**

BENEFITS INCLUDE:

- Sponsor to provide app push message with 136 character limit

SPONSORED EVENT ENGAGEMENT WITH ATTENDEES

\$4,000 NON-MEMBER | \$3,500 CORPORATE MEMBER | 6 AVAILABLE

BENEFITS INCLUDE:

- 2 exhibit badges, good for the full conference
- 1 app push during the event promoting your company (message supplied by sponsor 136 character limit)
- Pre-event postal mailing list of attendees (physical addresses only)
- Opportunity to purchase for an additional fee lead scan technology for use at the event scanning attendee badges for contact information via 3rd-party vendor



JUNE 3-5, 2025

“Attending the conference was a truly enriching experience. It provided an excellent opportunity for knowledge sharing. The informative and engaging presentations offered valuable insights into current trends and best practices in the field. I particularly appreciated the leadership sessions, which provided practical strategies and inspiration for driving positive change within our organizations. Overall, I left the conference feeling inspired and equipped with new knowledge and perspectives to apply in my professional adventures. Thank you again for the opportunity to attend!!”

— 2024 MGMA Summit Attendee

**If you are targeting large health systems or hospitals,
the MGMA SUMMIT is the best place to engage!**

THE MGMA SUMMIT ONLINE 3-DAY EVENT RUNS JUNE 3 - 5, 2025

MGMA 2024 SUMMIT SUCCESS HIGHLIGHTS

- **RECORD-BREAKING ATTENDANCE:** With over **3000** registered attendees, the March 2024 Summit marked the highest turnout for an MGMA Online Conference.
- **MGMA ORGANIZATIONAL MEMBERSHIP REPRESENTED!** 650+ Organizations with a Registered Attendee!
- **NATIONWIDE ATTENDANCE:** Attendees from all 50 states joined us, showcasing the widespread impact and relevance of the Summit.
- **CUTTING-EDGE INSIGHTS:** Renowned speakers and Solution Partners in healthcare management delivered a treasure trove of cutting-edge insights, offering actionable strategies and foresight into emerging trends.
- **DYNAMIC NETWORKING:** The MGMA Summit provided ample opportunities for meaningful connections and collaborations. Attendees engaged in vibrant discussions exchanged ideas, and solidified new partnerships, enriching their professional networks. 6,000+ chats between the attendees!

10-MINUTE SOLUTION SPOTLIGHT SPONSOR

\$8,750 NON-MEMBER | \$6,750 CORPORATE MEMBER | 8 AVAILABLE

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.

BENEFITS INCLUDE:

- Brand recognition for the session within the event schedule
- MP4 file of the recorded session with rights for future use
- Leads list of session attendees (including demographic information, email address and physical address). This list will be provided following the live event and again at the conclusion of the session availability 30-days post event.
- Company highlight page within the online event platform
- Production support for the session



LEADERS

C O N F E R E N C E

SEPTEMBER 28-OCTOBER 1, 2025
ORANGE COUNTY CONVENTION CENTER
ORLANDO, FL

As MGMA's largest and broadest annual conference, Leaders Conference covers challenges in the medical practice and ambulatory care industry. Topics highlighted include leadership, strategic decisions, transforming patient care, building relationships, and business intelligence and technology.

The audience includes Practice Administrators, C-suite executives, VPs, Directors, Managers, and other business of healthcare leaders at practices of all sizes, types, and specialties across the US. Leaders Conference brings together more than 1,300 practice leaders, decision makers and influencers.



DEMOGRAPHICS | AUDIENCE PROFILE*

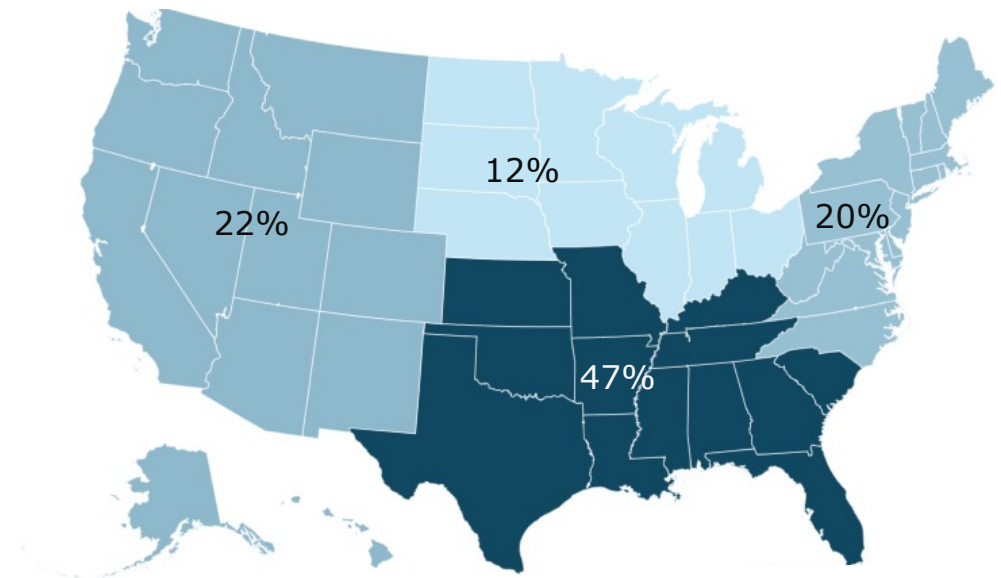
ANTICIPATED EDUCATIONAL ATTENDEES: **1,300+**

- COOs, VPs of Operations, Executive & Regional Directors
- Patient Engagement Leaders
- HR Managers
- CFOs, VPs of Finance & Accounting
- Revenue Cycle Managers
- Financial Analysts, Accounting Professionals
- Independent healthcare Professionals & Administrators
- Practice managers in physician-owned /independent practices
- Practice Administrators, C-suite Executives
- VPs, Directors, Managers and Business Leaders in Healthcare

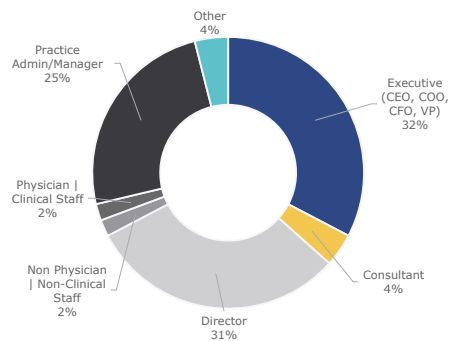
TOP MEDICAL SPECIALTIES

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

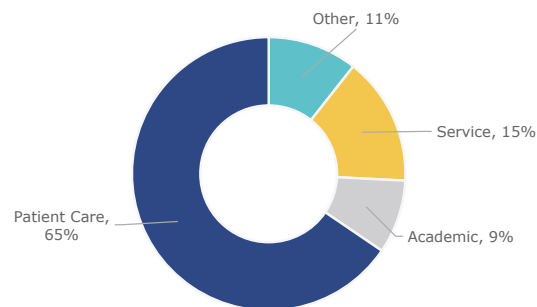
GEOGRAPHY



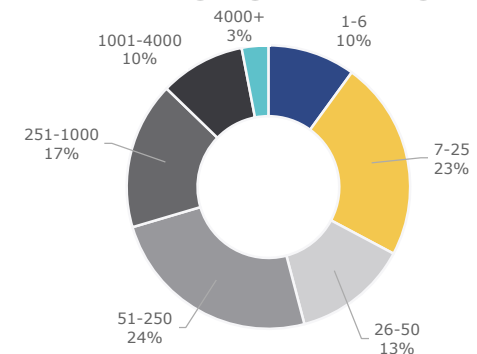
ATTENDEE BY FTE COUNT



ATTENDEE JOB LEVEL



ATTENDEE BY ORGANIZATION TYPE



*Based on event data from MGMA Leaders Conference, October 6-9, 2024, Colorado Convention Center, Denver, CO



MGMA LEADERS CONFERENCE BOOTH SELECTION

	ISLAND BOOTH		PENINSULA BOOTH		INLINE BOOTH	
	<p>Located in the most high-trafficked areas of the hall and open on all sides, a 400 square foot island space highlights your company's booth as a destination for attendees in the Solution Center.</p> <p>Island booth exhibitors receive the most badges for your staff to attend, an opportunity for pre-event promotion to attendees, and additional recognition and benefits. Attendees will use these booths as wayfinding points in the Solution Center making your location a can't-miss destination.</p>		<p>Located in central areas of the Solution Center, a 200 square foot peninsula space is open to traffic on three sides and provides your team with the space needed to invite attendees in and best capture their attention.</p> <p>Peninsula booth exhibitors benefit from better booth locations, pre-conference communication with attendees and additional badges to drive more attendees to meet with your team.</p>		<p>Located on the outskirts of the Solution Center, a 100 square foot inline booth is open to traffic on one side. These 100 square foot spaces provide a footprint within the Solution Center for your team to have a home base to engage with attendees.</p>	
	Non-Member	Corporate Member	Non-Member	Corporate Member	Non-Member	Corporate Member
Regular Pricing	\$19,600	\$16,700	\$10,500	\$9,000	\$7,200	\$6,500
Badges	8	16	4	8	2	3
Attendee Non-contact Roster	Included	Included	Included	Included	Included	Included
Direct Mail List	Included	Included	Included	Included	None	Included
Attendee Pre-conference eBlast	Included	Included	None	Included	None	None
Booth Sign with Seal	None	Included	None	Included	None	Included
Demo Days Live Stage	Sponsorship Available	Included	Sponsorship Available	Discounted Sponsorship Available	Sponsorship Available	Discounted Sponsorship Available

Save Your Space Now!



View Live 2025 Floorplan



EDUCATION SPONSORSHIP OPPORTUNITIES

FEATURED SOLUTION SPOTLIGHT SPONSOR

MONDAY, SEPTEMBER 29 AND TUESDAY, SEPTEMBER 30 | 11:00 AM - 1:30 PM

\$9,975 NON-MEMBER | \$8,400 CORPORATE MEMBER | 8 AVAILABLE

Dive into your solution. Teach attendees how a partnership with you will drive practice success. Highlight product features, present case studies or showcase new research findings. This is your opportunity to bring focus to your solution and get real-time feedback from engaged practice managers and decision makers. MGMA will determine timeslot and location to best fit with the overall conference schedule.

BENEFITS INCLUDE:

- 20-minute Spotlight Session on the Education Stage in the Solution Center
 - Session title and content due by **July 11, 2025**
- Presented during exhibit hall time (no concurrent sessions running — average 80-120 attendees)
- 2 exhibitor badges to attend full conference
- Onsite sponsor recognition including logo and topic on session signage and conference mobile app
- Post-event lead scan report of session will be provided for your use and include postal mail and email contact information
- ACMPE credit provided for attending session
- **Secure your session by June 30, 2025**

THOUGHT LEADERSHIP SESSION AND POST-CONFERENCE WEBINAR SPONSOR

MONDAY, SEPTEMBER 29 AND TUESDAY, SEPTEMBER 30

\$23,500 NON-MEMBER | \$21,500 CORPORATE MEMBER | 5 AVAILABLE

This sponsorship places you at the forefront of the medical practice industry as a thought leader and solution provider. Use this 60-minute live presentation to present valuable education on a hot topic discussion, new research findings or best practices in healthcare management. MGMA will determine concurrent session timeslot (no client preference available). MGMA will also determine what types of education credits are available based on type of presentation, topic and educational content.

BENEFITS INCLUDE:

- 60-minute concurrent session (average 45-60 attendees)
 - Session title and content due by **July 11, 2025**
- 60 min webinar to repeat your content session to broader MGMA Audience. (Average number of webinar attendees approx. 300)
- 2 exhibitor badges to attend full conference
- Onsite sponsor recognition including logo and topic on session signage and conference mobile app
- Live App Alert directing attendees to your session — 10 minutes before session begins onsite
- Opportunity for one pre-conference eblast to attendees for session invitation
- Post-event lead scan report of session attendees will be provided for your use and include postal mail and email contact information
- Post-event leads list following live webinar
- **Secure your session by June 30, 2025**

EDUCATION SPONSORSHIP OPPORTUNITIES

DEMO BOOTH (MUST BE AN EXHIBITOR)

MONDAY, SEPTEMBER 29 AND TUESDAY, SEPTEMBER 30 | 11:00 AM - 1:30 PM

\$5,500 NON-MEMBER | \$4,500 CORPORATE MEMBER | 16 AVAILABLE

Provide attendees with an immersive and interactive experience at our Demo Booths. This high-traffic area offers sponsors a prime opportunity to showcase their latest products and technologies through prerecorded demos. Engage directly with potential customers, generate leads, and showcase your companies product in a booth on the solution center floor.

BENEFITS INCLUDE:

- 15-minute session to demo product (average attendance 20-25)
- Post-demo lead scan report of session attendees will be provided for your use and include postal mail and email contact information
- 1 exhibitor badge
- Onsite sponsor recognition including logo and topic on demo days schedule and in the conference mobile app
- **Secure your demo spot by June 30, 2025**

	Featured Solution Spotlight	Thought Leadership Session and Post-conference Webinar	Demo Booth
Duration of Session	20-minute Spotlight Session on the Education Stage in Solution Center	60-minute Concurrent Session	15-minute session on the Solution Center
Format	A brief session in the solution center with or without a power point presentation	Part of our main education breakouts Sponsors must provide a PowerPoint Presentation	Tech driven demo on the Solution Center — sponsors to provide their own laptop
Focus Area	Quick Informative Education	In-depth Education	Quick demo of new or old products
Expected Number of Attendees	80 - 120 attendees	40 - 60 attendees	20 - 25 attendees
Best For	Case Studies	Non-promotional Education	Companies looking to demo their product to attendees in an open space to encourage attendees to stop by their booths to discuss further

IMPACTFUL ONSITE BRANDING OPPORTUNITIES

REGISTRATION AND HOSPITALITY SPONSOR

\$9,500 NON-MEMBER | \$8,500 CORPORATE MEMBER | 1 AVAILABLE

BENEFITS INCLUDE:

- Logo on Conference badge
- A hospitality area in the pre-function space to include co-branded with MGMA charging stations
- 2 additional exhibitor badges
- Registration Sponsor mention in “Know Before You Go” email
- Onsite signage recognition including company logo and in the conference mobile app
- **Secure the opportunity by August 1, 2025**

CONFERENCE BAG SPONSOR (MUST BE AN EXHIBITOR)

\$9,500 NON-MEMBER | \$8,500 CORPORATE MEMBER | 1 AVAILABLE

BENEFITS INCLUDE:

- Choice between 3 MGMA approved conference bags
 - Branded with your logo alongside MGMA
 - Bags given away upon entering the Solution Center
- Giveaway within your bag (100th bag gets a gift card)
- 2 additional exhibitor badges; MGMA encourages your staff to help distribute bags during the Sunday Opening Reception
- **Secure the opportunity by July 21, 2025**

HOTEL KEY CARDS SPONSOR

\$9,000 NON-MEMBER | \$8,000 CORPORATE MEMBER | 1 AVAILABLE

BENEFITS INCLUDE:

- Have branding on the two main host hotels key cards (Rosen Centre and Hyatt Regency) for the duration of the conference
- Artwork for key cards must be designed and submitted prior to August 15th
- 2 key cards per attendee reservation
- **Secure the opportunity by August 1, 2025**



IMPACTFUL ONSITE BRANDING OPPORTUNITIES

SPECIALTY ROUNDTABLE SPONSORSHIP

MONDAY, SEPTEMBER 29 | 1:30 PM - 3:00 PM

\$10,500 NON-MEMBER | \$9,500 CORPORATE MEMBER | 7 AVAILABLE

Dive deep into critical industry topics with our exclusive Specialty Roundtables. These intimate sessions provide a unique opportunity to connect with peers, share insights, and collaborate on solutions to pressing challenges. Led by MGMA leaders, these roundtables offer a platform for focused discussion, knowledge exchange, and valuable networking within specific areas of expertise.

BENEFITS INCLUDE:

- 90-minute Roundtable discussion for the following specialties:
 - Academic practice
 - Surgical Specialties, Orthopedic, General, ENT, Dermatology, Ophthalmology
 - Cardiology and Cardiovascular services
 - Primary Care FM, IM Peds
 - Hospital Based Specialties Radiology, Pathology, Anesthesia, Emergency Medicine, Hospitalists
 - Women's health
 - Oncology and Infusion
- 5 minutes of introduction and value prop discussion
- Ability to co-moderate the roundtable with an MGMA Member
- 2 exhibitor badges to attend full conference
- Onsite sponsor recognition including logo and topic on session signage and conference mobile app
- Opportunity to send a post-event eblast to the full MGMA audience falling in your sponsored specialty to share information about your onsite discussion to be fulfilled by Dec. 31, 2025
- **Secure your topic by August 1, 2025**



SOLUTION CENTER ENHANCEMENTS

MID-FLOOR ACTIVATION STATION

\$35,500 NON-MEMBER | \$32,500 CORPORATE MEMBER | 4 AVAILABLE

Help drive high-volume traffic and create memorable experiences with our strategically positioned mid-floor Activation Stations in the Solution Center. These activation stations offer attendees a dynamic space to engage and decompress through immersive experiences. Maximize your brand's visibility and generate buzz by creating a vibrant hub of activity in the heart of the event. A 10x20 booth directly by the activation station will provide you with a well positioned spot for the duration of the conference. MGMA will design and build out the space — all you need to do is provide your logo, show up to the show, and engage with attendees!

BENEFITS INCLUDE:

- 30x30 interactive floor space
- MGMA Designed Space - Choose from the following:
 - Dog Park, Philanthropic, Dirty Soda Bar, Nostalgic Arcade
- Brand recognition/ signage in space, event-app, pre-event messaging to attendees
- Recognition on Solution Center Entrance Unit
- Opportunity to provide give-away in activation area
- 2 exhibitor badges for full conference
- Lead retrieval license provided
- (1) 10x20 turnkey booth (MGMA designs booth)
 - Turnkey booth* would include company backdrop graphics, barstools, pedestal/ or bar cabinet, carpet, fish bowl, and wastebasket

** Speak with your account manager if you do not need the turnkey booth.*

- **Secure your space by July 21, 2025**

RESTROOM SPONSOR

\$8,500 NON-MEMBER | \$7,500 CORPORATE MEMBER | 1 AVAILABLE

Make a lasting impression in one of the most highly trafficked areas of the conference — the restrooms! As a restroom sponsor, your brand will be front and center with creative signage, mirror clings, stall door messaging, and other high-visibility branding opportunities. Whether it's a fun and engaging message, a refreshing reminder, or a clever play on words, this sponsorship ensures attendees see your brand multiple times throughout the event. Position your company where attendees take a break and refresh — because great branding happens everywhere!

BENEFITS INCLUDE:

- Branding on the 2nd floor education room area bathroom right above Solution Center to include custom mirror clings, in bathroom signage, and floor clings leading to the bathroom
- Scented air fresheners with your logo
- Attendants provided to greet attendees and offer hand towels and mints
- A refreshment basket with all the necessities
- 2 exhibitor badges
- **Secure the opportunity by July 21, 2025**



SOLUTION CENTER ENHANCEMENTS

SOLUTION CENTER TRAFFIC GAME – CASH DASH TICKET SPONSOR (MUST BE AN EXHIBITOR)

MONDAY, SEPTEMBER 29 | **\$2,000** | 20 AVAILABLE

MONDAY, SEPTEMBER 29 AND TUESDAY, SEPTEMBER 30 | **\$3,500** |

20 AVAILABLE

Increase your booth traffic on-site! This traffic package encourages attendees to visit your booth, have a conversation, and collect signatures. One winner and one game each day!

BENEFITS INCLUDE:

- Booth listed on game card
- Cash Dash stop sign for your booth
- Listing as Cash Dash booth inside the conference mobile app

FOOD AND BEVERAGE OPPORTUNITIES

SOLUTION CENTER GRAND OPENING BAR SPONSORSHIP

SUNDAY, SEPTEMBER 28, 4:30 PM - 6:00 PM

\$6,000 NON-MEMBER | \$4,500 CORPORATE MEMBER |

4 AVAILABLE (1 SPONSOR PER BAR)

The Solution Center Grand Opening Bar Sponsorship offers your company a prominent position at the heart of the Solution Center Grand opening event. As the bar sponsor, your brand will be the centerpiece of the evening's social hour, where attendees gather to mingle, network, and celebrate the start of the conference. This is an exciting opportunity to make a lasting impression on the attendees as they begin their experience.

BENEFITS INCLUDE:

- Co-branded drink tickets given to all attendees upon check-in at registration
- Onsite signage recognition including company logo and in the conference mobile app
- 2 exhibitor badges

SOLUTION CENTER CHILL OUT SPONSOR

MONDAY, SEPTEMBER 29, 3:00 PM – 4:00PM

\$9,000 NON-MEMBER | \$7,500 CORPORATE MEMBER | 1 AVAILABLE

Treat attendees to a refreshing and fun break during the conference with Chill-Out — a perfect opportunity to relax, cool off, and network in a laid-back, engaging environment! Hosted in the heart of the Solution Center, this sponsorship gives your brand the chance to be associated with a popular and high-traffic experience where attendees gather for a sweet treat, casual conversation, and valuable networking opportunities.

BENEFITS INCLUDE:

- Branded snow cone cups and ice cream bowls
- Onsite signage recognition including company logo and in the conference mobile app
- 2 exhibitor badges

FOOD AND BEVERAGE OPPORTUNITIES

CONFERENCE COFFEE SPONSORSHIP

\$17,500 NON-MEMBER | \$15,000 CORPORATE MEMBER | 1 AVAILABLE

ALL COFFEE BREAKS FOR THE DURATION OF THE CONFERENCE

Everyone loves a good coffee break! As the Coffee Break Sponsor, your company will be associated with providing an essential service that attendees look forward to during the conference. Your branding will be on all coffee breaks throughout the conference.

BENEFITS INCLUDE:

- Co-branded coffee sleeves
- Onsite signage recognition including company logo and in the conference mobile app
- 2 exhibitor badges

BRANDED WATER STATIONS

\$15,000 NON-MEMBER | \$12,500 CORPORATE MEMBER | 1 AVAILABLE

13 BUBBLERS THROUGHOUT THE CONFERENCE SPACE

Hydration stations are an essential part of keeping attendees energized throughout the day. Branded water refill stations with your logo ensure that your brand stays visible as attendees grab a drink.

BENEFITS INCLUDE:

- Sole branding of all water bubblers throughout the conference center
- Onsite signage recognition including company logo and in the conference mobile app
- 2 exhibitor badges
- Option to provide reusable water bottles at sponsors' expense



CONFERENCE TECH SPONSORS

WIFI IN SOLUTION CENTER **SOLD OUT**

\$20,000 | 1 AVAILABLE

Welcome all MGMA attendees as they log on to the wireless network each day, direct them to your platform, give them further information about your services or invite them to your booth. Log in branding and splash page available for sponsorship images and call to action. Expected users per day 900-1400.

BENEFITS INCLUDE:

- Sponsor choice of WIFI password (MGMA approval)
- Recognition where network and password are provided to attendees
- Onsite signage recognition and logo in the mobile app

CONFERENCE MOBILE APP BRANDING

(MUST BE AN EXHIBITOR)

\$2,500 | 4 AVAILABLE

The conference app is the go to guide for all functions related to the conference on site. Feature your company message and branding in the conference app for high visibility

BENEFITS INCLUDE:

- Sponsor to provide a branded banner within MGMA provided specifications that will rotate on the main screen of the conference app
- Drive attendee traffic to your company website or resource with a URL link
- **Secure the opportunity by September 15, 2025**

PUSH NOTIFICATION (MUST BE AN EXHIBITOR)

\$2,500 | 6 AVAILABLE

We'll send this message for you onsite from the mobile event app. Invite attendees to see you at your booth, promote a giveaway, or showcase a new product you have at your booth!

BENEFITS INCLUDE:

- Sponsor to provide app push message with 136 character limit
- **Secure the opportunity by September 15, 2025**

SIGNATURE EVENT OPPORTUNITIES

MGMA Leaders Conference Signature Event will be held on Tuesday, September 30th from 5:30 - 9:00 pm at Disney Springs. Come enjoy the joy of Disney Springs while celebrating the success of the 2025 Leaders Conference with attendees. Stay till the end to see the famous Disney fireworks off the back patio of the event venue.

TRANSPORTATION

\$17,500 NON-MEMBER | \$15,000 CORPORATE MEMBER | 1 AVAILABLE

Become the official transportation sponsor for our signature event and put your brand in motion. This high-visibility opportunity allows you to showcase your services and brand message to all conference attendees. Enhance the attendee experience by providing seamless transportation between the conference venue and Disney Springs.

BENEFITS INCLUDE:

- Signage pick-up/drop-off
- Swag on bus
- Microphone on bus (5 buses)
- Any additional branding on buses (discretion/expenses on the sponsor)

SIGNATURE EVENT LOCATION SPONSOR

\$13,000 NON-MEMBER | \$10,500 CORPORATE MEMBER | 3 AVAILABLE

By hosting one of our three locations, you're not just a sponsor, you're a key player. Picture your space buzzing with our attendees, your brand front and center, creating a memorable experience that resonates long after the event ends.

BENEFITS INCLUDE:

- **Enzos Hideaway:**
 - Solo Musician
 - Corktoons Stations
 - 100 drink tickets co-branded with your company information for you to distribute to attendees throughout the show
 - > Opportunities to add on a specialty cocktail for an additional cost
 - Opportunity to provide a giveaway to attendees
 - Brand recognition on the Signature Event Entrance Signage, mention in pre-event message to attendees and inside event app
- **Maria and Enzo's:**
 - The Sound Society Band
 - Hit & Run Caricature (Strolling)
 - 100 drink tickets co-branded with your company information for you to distribute to attendees throughout the show
 - > Opportunities to add on a specialty cocktail for an additional cost
 - Opportunity to provide a giveaway to attendees
 - Brand recognition on the Signature Event Entrance Signage, mention in pre-event message to attendees and inside event app
- **The Edison:**
 - Solo Musician
 - Poems by Selah
 - 100 drink tickets co-branded with your company information for you to distribute to attendees throughout the show
 - > Opportunities to add on a specialty cocktail for an additional cost
 - Opportunity to provide a giveaway to attendees
 - Brand recognition on the Signature Event Entrance Signage, mention in pre-event message to attendees and inside event app
- **Secure the opportunity by August 1, 2025**

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, readership of the *Connection* magazine publication, 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.**