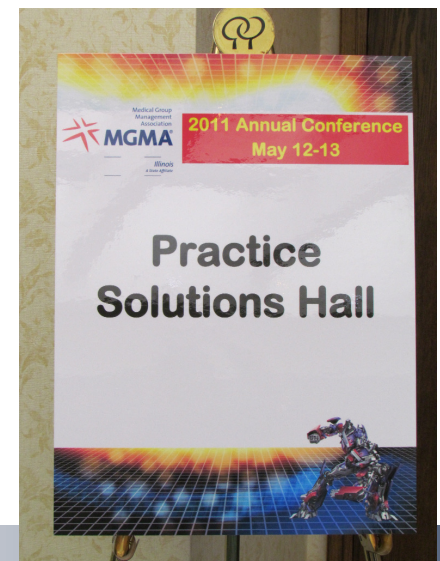


2012 Exhibit, Sponsorship and Marketing Opportunities



- About Illinois MGMA
- Affiliate Membership
- Annual Corporate Sponsorship Opportunities
- Individual Conference Exhibit Opportunities
- Custom Conference Sponsorship Opportunities
- Illinois MGMA Website Sponsorship
- Illinois MGMA Webinar Technology Sponsorship
- Illinois MGMA Newsletter Advertising
- Commitment Order Forms





Illinois MGMA Affiliate Members, Supporters and Interested Parties:

2011 was a great year for Illinois Medical Group Management Association (Illinois MGMA). We again saw growth in our membership and we were able to add several new member benefits. Our current membership stands at just over **325 members from across the state of Illinois.**

Membership Demographics: Our Active Membership Includes: CEOs/CFOs, Partners, Vice Presidents and Directors, Practice Administrators, Practice Office and Billing Managers, Physicians, Billing and Collections Staff. Represented by our membership are private and academic practices, ambulatory surgical and community health centers, health care delivery systems and management services organizations from across the State of Illinois. Our membership crosses all clinical specialties.

2012 Events - Illinois MGMA will host three conferences:

- **Annual State Conference**
Date: May 10-11, 2012
Location: DoubleTree Chicago Hotel - Oak Brook, Illinois
- **8th Annual Chicago Area Payer Update, co-hosted with ISMS**
Date: October 12, 2012
Location: DoubleTree Chicago Hotel - Oak Brook, Illinois
- **Downstate Meeting & Payer Update**
Date: November 9, 2012
Location: Hilton Garden Inn Champaign/Urbana - Champaign, Illinois

This packet outlines all the ways your organization can get involved with Illinois MGMA in 2012. We hope this material will help you with your planning and budgeting for the entire year.

Illinois MGMA appreciates our affiliate members and supporters. We recognize through your support, we are able to bring quality programs and member benefits to practice administrators throughout Illinois.

Please let us know if you have any questions not answered by the information contained in this packet. We look forward to your participation in 2012.

Sincerely,

Illinois MGMA

Office Phone: (773) 322-6358

Office Fax: (770) 516-2459

Office Email: main@ilmgma.com

Website: www.ilmgma.com



• Affiliate Membership

Affiliate Membership - is the place to start with Illinois MGMA. It allows you access and opportunity to network with our membership through benefits only offered to our affiliate members.

Benefits of Illinois MGMA Affiliate Membership:

- Access to our online, password protected, **membership directory**
- Be part of our member **discussion list serve**, a great place to see what's on our member's minds
- **Submit educational articles** for potential publication in our quarterly electronic newsletter
- **Host an educational webinar** for our membership. Illinois MGMA supplies the technology and marketing, you supply the speaker and educational content
- Receive **discounted, members only rates** for exhibit opportunities
- Receive a listing for your organization in our **online Affiliate Directory**
- Be included in our **private LinkedIn Group networking page** reserved for members only
- Receive the same **communication and updates** that we send out to our active members. Stay abreast of what's going on at Illinois MGMA, including information about our state that affects the medical practice
- Receive communication from Illinois MGMA about our events **BEFORE** we notify interested outside parties

Affiliate Membership Criteria - Any individual employed by an organization that provides services as a vendor to medical group practices, or any individual who does not meet the requirements for active membership, but who subscribes to the purposes and activities of the Association.

Annual Membership Dues: \$350 per year due by January 1st of each year.

Notes: membership dues are per person not per organization, membership year is January 1 to December 31. Membership dues are not pro-rated. First year members pay the full membership dues, which also covers the cost of initial processing.

If applying for affiliate membership for the first time, please fill out the membership application included with this packet and include with your commitment order forms. You may also apply for affiliate membership online at https://secure2.associationsonline.com/ilmgma/membership_join.cf.



• Annual Corporate Sponsorship Opportunities

COMMIT FOR THE ENTIRE YEAR AND SAVE 15%

PLATINUM ANNUAL SPONSORSHIP \$6,900 - maximum of 3 will sold on a first come, first served basis

You receive:

- **Annual affiliate membership** – from date of receipt of membership applications through 12/31/12
- **2 full page ads in Illinois MGMA’s quarterly newsletter** (*must meet artwork submission deadlines to be included*)
- **2012 annual website sponsorship** - listing on our “Sponsors” web page which includes: your organization’s logo with embedded, clickable link back to your organization’s home page and company description and contact information.
- **Platinum Sponsorship/Exhibit at OUR THREE conferences:** Annual State Conference, 8th Annual Chicago Area Payer Update and Downstate Meeting & Payer Update
Exhibit includes: Exhibit Booth with power supply in premium location (exhibit display consists of 6’ x 30” draped/skirted table), two full conference registrations for representatives from your organization, sponsorship signage at strategic locations for duration of events, special sponsorship recognition and listing in attendee conference programs, pre & post conference attendee list in excel format.
- **Recognition as Platinum Sponsor on conference brochures** (*must meet artwork submission deadlines to be included*)
- **One time use of Illinois MGMA’s mailing list** (*request for list, in writing, must be sent to Illinois MGMA before December 31, 2012*)

GOLD ANNUAL SPONSORSHIP \$5,400 - maximum of 3 will sold on a first come, first served basis

You receive:

- **Annual affiliate membership** – from date of receipt of membership applications through 12/31/12
- **2 half page ads in Illinois MGMA’s quarterly newsletter** (*must meet artwork submission deadlines to be included*)
- **2012 annual website sponsorship** - listing on our “Sponsors” web page which includes: your organization’s logo with embedded, clickable link back to your organization’s home page and company description and contact information.
- **Gold Sponsorship at OUR THREE conferences:** Annual State Conference, 8th Annual Chicago Area Payer Update and Downstate Meeting & Payer Update
Exhibit includes: Exhibit Booth with power supply in premium location (exhibit display consists of 6’ x 30” draped/skirted table), two full conference registrations for representatives from your organization, sponsorship signage at strategic locations for duration of events, special sponsorship recognition and listing in attendee conference programs, pre & post conference attendee list in excel format.

• Individual Conference Sponsorship & Exhibit Opportunities

There will be **35 available exhibit spaces at the Annual State Conference, 19 available at the 8th Annual Chicago Area Payer Update and 14 available at the Downstate Meeting & Payer Update.** We do expect a sell out. We encourage you to make your reservation for exhibit space quickly. Booth assignments will be made in the order of receipt of completed Exhibit/Sponsorship registration and payment. Other considerations of booth placement will be given to Annual, Conference & Custom Sponsors during the conference. Our average attendee registration for the past two years has come in around 95 for the State Conference, 150 for the Chicago Area Payer update and 75 people for the Downstate Meeting. Demographics for these meetings include practice decision makers: practice managers, administrators, office managers, CEOs/CFOs, physicians, etc along with billing and office staff at the Payer Updates.

All exhibit fees include: Exhibit Display with power supply (exhibit display consists of 6' x 30" draped/skirted table), two full conference registrations for representatives from your organization, listing in attendee conference programs and pre & post conference attendee list in excel format.

• Annual State Conference

Date: May 10-11, 2012

Location: DoubleTree Chicago Hotel - Oak Brook, Illinois

EXHIBIT COST: **\$1200 Illinois MGMA Affiliate Members**
\$1500 Non-Members (*join Illinois MGMA as a Affiliate Member and save on your exhibit fee*)
Additional Exhibit Booth Representative Registration (must be a registered exhibitor): \$150

• 8th Annual Chicago Area Payer Update, co-hosted with ISMS

Date: October 12, 2012

Location: DoubleTree Chicago Hotel - Oak Brook, Illinois

EXHIBIT COST: **\$800 Illinois MGMA Affiliate Members**
\$1150 Non-Members (*join Illinois MGMA as a Affiliate Member and save on your exhibit fee*)
Additional Exhibit Booth Representative Registration (must be a registered exhibitor): \$105

• Downstate Meeting & Payer Update

Date: November 9, 2012

Location: Hilton Garden Inn Champaign/Urbana - Champaign, Illinois

EXHIBIT COST: **\$800 Illinois MGMA Affiliate Members**
\$1150 Non-Members (*join Illinois MGMA as a Affiliate Member and save on your exhibit fee*)
Additional Exhibit Booth Representative Registration (must be a registered exhibitor): \$105

Exhibitor Booth and Additional Exhibit Representative Registrations include all breaks and meals on the agenda for exhibit booth representatives. To maximize your networking time, exhibitors are welcome and encouraged to participate in all breaks, meals and sessions throughout the duration of our conferences.

**Enhance your organization's visibility at the conference,
add a Custom Sponsorship available for our meetings!**



• Custom Conference Sponsorship Opportunities

ENHANCE YOUR ORGANIZATION'S VISIBILITY AT OUR 2012 EVENTS!

Note: the following custom sponsorships do not include an exhibit booth. Refer to order form for pricing per individual conference.

Available for May 10-11, 2012 Conference Only

Networking Reception Exclusive Sponsorship or Co-Sponsorship, includes 1 conference registration

Includes your organization's logo on reception invitation/drink tickets, sponsorship signage at reception event and strategically placed signage for duration of conference, announcement and recognition of your organization/representatives at reception plus 5 minutes of speaking time, ability to pass out gifts/place organization information on tables during reception, special recognition in conference printed materials and pre & post attendee contact list in excel format. Must meet artwork submission deadlines.

Conference CD Sponsorship - Exclusive, includes 1 conference registration

Includes your organization's logo imprinted on a take home, conference CD distributed to all attendees. CDs are uploaded with conference speaker's presentations & handouts. You may submit a file/presentation (no larger than 10 total pages) about your organization to be included on CD as well. Also includes strategically placed sponsorship signage for duration of conference, special recognition and listing in conference program and pre & post attendee contact list in excel format.

Conference Water Bottle Sponsorship - Exclusive, includes 1 conference registration

Water Bottles, co-branded with Illinois MGMA/Your Organization. Includes table near registration desk for you to hand out the water bottles during morning attendee registration on the first day of the conference. Also includes strategically placed sponsor signage for duration of conference, special recognition and listing in conference printed materials and pre & post attendee contact list in excel format. Must meet artwork submission deadlines.

Available for all conferences

Conference Bag Sponsorship - Exclusive per conference, includes 1 conference registration

Conference Bags, co-branded with Illinois MGMA/Your Organization. Bags are given to all attendees from registration desk. Also includes strategically placed sponsor signage for duration of conference, special recognition and listing in conference printed materials and pre & post attendee contact list in excel format. Must meet artwork submission deadlines.

Conference Program Sponsorship - Exclusive per conference, includes 1 conference registration

Includes your organization's logo on the front cover of the conference program. Program includes all the conference handouts and is given to attendees from registration desk. Also includes strategically placed sponsor signage for duration of conference, special recognition and listing in conference printed materials and pre & post attendee contact list in excel format. Must meet artwork submission deadlines.

Conference Lanyard Sponsorship - Exclusive per conference, includes 1 conference registration

Namebadge Lanyard, co-branded with Illinois MGMA/Your Organization for all attendees to wear. Also includes strategically placed sponsor signage for duration of conference, special recognition in conference printed materials and pre & post attendee contact list in excel format.

Conference Technology Sponsorship - Exclusive per conference, includes 1 conference registration

Includes your organization's logo on signage placed outside general session room for duration of conference, strategically placed sponsorship signage for duration of conference, special recognition and listing in conference program and pre & post attendee contact list in excel format.

Conference Break Sponsorship, \$550 - two available per conference, does not include conference registration

Includes your organization's logo on signage placed in break area for duration of break (minimum two breaks per conference), strategically placed sponsorship signage for duration of conference, special recognition and listing in conference program and pre & post attendee contact list in excel format.

Custom Conference sponsorships are limited and are granted on a first come, first serve basis



• Illinois MGMA Web, Newsletter & Webinar Options

ENHANCE YOUR ORGANIZATION'S VISIBILITY TO OUR MEMBERS THROUGHOUT THE YEAR!

2012 Annual Website Sponsorship \$600 (from time of sign up and material submission to December 31, 2012)
maximum 5 annual sponsorship available

The Illinois MGMA Website – www.ilmgma.com, is our face on the web. Our website hosts association and educational announcements, online membership application, conference/event information and online registration, legislative advocacy center, a job board and “Members Only” area that includes our membership directory. We consistently update and post new information to drive our members and non-members to continually check out our website.

Sponsorship includes: your organization’s logo placed on the “Sponsors” page of www.ilmgma.com with imbedded, clickable link back to your organization’s home page. Sponsorship also includes a listing along with your logo including company description and contact information.

2012 Annual Webinar Technology Sponsorship \$800 (from time of sign up and material submission to December 31, 2012) **maximum 2 *CATEGORY EXCLUSIVE, annual sponsorships available**

Minimum of 4 free or discounted webinars will be offered and scheduled for our members in 2012.

Sponsorship includes: your organization’s logo on all webinar marketing announcements sent out (minimum of 4 webinars to be executed in 2012), organization description/contact information on our “Sponsors” listing on our website and a contact list in excel format for registered attendees for each webinar.

**Note: Webinar technology sponsorship is CATEGORY exclusive however, our monthly webinar content is either sponsored by our affiliate members or contracted directly by Illinois MGMA. Webinar content sponsors/host may be a competing organization.*

2012 Newsletter Advertising

The Illinois MGMA Newsletter is an quarterly online publication which is emailed to our entire membership roster and prospective new members, on or around the dates of publication noted below. The newsletter is also archived on our website and can be downloaded at anytime for our membership or outside interested parties.

Price Per Issue (prices quoted are for four-color ad): **Full Page Ad, \$500** or **Half Page Ad, \$300**

Dates of Publication, on or around:

- 1st Quarter, 02/24/12
- 2nd Quarter, 05/04/12
- 3rd Quarter, 08/17/12
- 4th Quarter, 12/07/12

Deadlines for Ad placement is 10 business days before scheduled date of publication noted above. All Ads Are Four Color - Acceptable Ad formats are: .jpg resolution of at least 300 dpi or .pdf file. Ad Sizes: Full Page Ad - 8"w x 11.5"h / Half Page Ad - 8.5"w x 5.5"h

2012 Commitment Order Form (Page 1)

Illinois
A State Affiliate

Please fill out and send in page one, page two and membership application (if applicable) along with payment information to secure your options. By sending in payment and this commitment form, our organization (written below) agrees to comply with the Sponsorship/Exhibit Guidelines as provided by Illinois MGMA. Our organization understands that exhibit booths and sponsorships have been assigned on a first-come, first-served basis based submitted with payment in full. Our organization understands that Illinois MGMA reserves the right to remove or refuse any registered organization or exhibit personnel from conference facility or any event associated with our conferences, for failure to act in a professional or responsible manner or as deemed by Illinois MGMA, to be out of compliance with our guidelines and policies.

ORGANIZATION'S NAME: _____

ORGANIZATION'S CONTACT: _____

CONTACT EMAIL: _____

SELECT ALL DESIRED OPTIONS:

_____ 2012 Affiliate Membership **\$350**
**new members for 2012, please fill out membership application*

ANNUAL CORPORATE SPONSORSHIP OPTIONS

****SAVE 15% IF YOU COMMIT FOR THE ENTIRE YEAR!***

_____ 2011 Platinum Annual Sponsorship **\$6,900**
_____ 2011 Gold Annual Sponsorship **\$5,400**

ANNUAL STATE EDUCATIONAL CONFERENCE - MAY 10-11, 2012

DOUBLE TREE CHICAGO HOTEL, OAK BROOK, IL

_____ Exhibit Table, Ohio MGMA Member **\$1,200**
_____ Exhibit Table, Non-Member **\$1,500**
Additional Booth Representatives (#) _____ @ **\$150 ea**
_____ Networking Reception Exclusive Sponsorship **\$2,200**
_____ Networking Reception Co-Sponsorship **\$1,300**
_____ Networking Luncheon Sponsorship **\$1,200**
_____ Business Meeting Breakfast Sponsorship **\$1,100**
_____ Conference Bag Sponsorship **\$1,500**
_____ Conference Program Sponsorship **\$1,100**
_____ Conference CD Sponsorship **\$1,100**
_____ Conference Water Bottle Sponsorship **\$900**
_____ Conference Laynard Sponsorship **\$900**

_____ Conference Technology Sponsorship **\$900**
_____ Conference Break Sponsorship **\$550**

**CHICAGO AREA PAYER UPDATE- OCTOBER 12, 2012
DOUBLE TREE CHICAGO HOTEL, OAK BROOK, IL**

_____ Exhibit Table, Ohio MGMA Member **\$800**
_____ Exhibit Table, Non-Member **\$1,150**
_____ Networking Lunch Sponsor (includes booth) **\$2,300**
_____ Morning Breakfast Sponsor (includes booth) **\$1,800**
Additional Booth Representatives (#) _____ @ **\$105 ea**
_____ Conference Bag Sponsorship **\$1,000**
_____ Conference Program Sponsorship **\$1,000**
_____ Conference Laynard Sponsorship **\$800**
_____ Conference Technology Sponsor **\$800**
_____ Conference Break Sponsorship **\$550**

**DOWNSTATE MEETING & PAYER UPDATE- NOVEMBER 9, 2012
HILTON GARDEN INN CHAMPAIGN/URBANA, CHAMPAIGN, IL**

_____ Exhibit Table, Ohio MGMA Member **\$800**
_____ Exhibit Table, Non-Member **\$1,150**
_____ Networking Lunch Sponsor (includes booth) **\$2,300**
_____ Morning Breakfast Sponsor (includes booth) **\$1,800**
Additional Booth Representatives (#) _____ @ **\$105 ea**
_____ Conference Bag Sponsorship **\$1,000**
_____ Conference Program Sponsorship **\$1,000**
_____ Conference Laynard Sponsorship **\$800**
_____ Conference Technology Sponsor **\$800**
_____ Conference Break Sponsorship **\$550**

ILLINOIS MGMA WEB, NEWSLETTER AND WEBINAR OPTIONS:

_____ Annual Website Sponsor. Only 5 available **\$600**
_____ Annual Webinar Technology Sponsor **\$800**
_____ Full Page Newsletter Advertisement **\$500 ea**
Circle Desired Publications: 1stQ 2ndQ 3rdQ 4thQ
_____ Half Page Newsletter Advertisement **\$300 ea**
Circle Desired Publications: 1stQ 2ndQ 3rdQ 4thQ



2012 Commitment Order Form (Page 2)

PRINT CLEARLY

We hereby have applied for options checked on page one of the order form, consistent with the terms outlined for our use by Illinois MGMA. We understand that once processed our commitment and payment will not be refunded unless Illinois MGMA fails to deliver the product we have selected. We agree to comply with the Sponsorship/Exhibit/Advertising guidelines as provided by Illinois MGMA. We understand that exhibits and sponsorship will be assigned on a first-come, first-served basis, submitted with payment in full. We understand we must meet all artwork and submission deadlines set by Illinois MGMA in order to be included in any produced or support materials.

Please complete and return your 2012 commitment order forms by fax or mail to Illinois MGMA, with your payment by check or credit card.

Fax: (770) 516-2459

Mail:
Illinois MGMA
P.O Box 1460
Woodstock, GA 30188-1460.

Note: The company information requested below, will be used for your conference program listings. All information, including conference updates and requests for materials, closer to conference and advertising deadlines, will be sent to the company contact. The company contact is responsible for distributing information to the company representatives and ensuring deadlines are met.

Organization Name _____

Contact Name _____ Organization Website _____

Company 800# or Phone# _____ ex _____

Company Address _____

City State Zip

Mandatory: Service or Product Description for Program Listing (limited to 30 words or less, print clearly):

PAYMENT INFORMATION: FAILURE TO PRINT CLEARLY MAY DELAY PROCESSING.

Payment by check _____ please make check payable to **Illinois MGMA**

Payment by credit card card type, circle one: Visa Mastercard Amex

Credit Card Number _____ Exp. Date _____ / _____

First and Last Name on Card _____ Cardholder Signature _____

Billing Address for Card _____



2012 Commitment Order Form (Page 3)

Please fill this out if you are a first time member to Illinois MGMA.

Please fill this out if you have chosen a 2012 Annual Corporate Platinum or Gold Sponsorship, one application for the person from your organization for whom you wish to set up the membership.

Illinois Medical Group Management Association Membership Application

Please type or print clearly

Name _____ Title _____

Professional Designations _____ Organization Name _____

Mailing Address _____ City _____ State _____ Zip _____

Work Phone # _____ Email Address _____

National MGMA Member? Y / N

* I was referred by _____ (please list name)

MEMBERSHIP CATEGORY

_____ Applying for AFFILIATE Membership - Annual Dues are \$350

Affiliate Membership Criteria - Any individual employed by an organization that provides services as a vendor to medical group practices, or any individual who does not meet the requirements for active membership, but who subscribes to the purposes and activities of the Association.

Thank you for your interest in Illinois MGMA. Member benefits begin when your application is processed and payment has been received.

Please complete membership application if appropriate and return your 2012 commitment order forms & membership application by fax or mail to Illinois MGMA, with your payment by check or credit card.

Fax: (770) 516-2459

Mail: Illinois MGMA, P.O Box 1460, Woodstock, GA 30188-1460