

# MGMA Utah

## *Associate Membership*

## SPONSORSHIP PACKET

## 2024

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In alignment with MGMA National and our new working strategy between national and state, we are excited to announce a brand-new event schedule for our sponsors and members.

Providing opportunities for businesses to showcase themselves to our members who are the leading group of Medical Practice Professionals in the State of Utah. Our members are the driving force for decisions and change in the medical practices they manage. We invite you to maximize your presence by promoting your organization throughout the year as a UMGMA Official Organizational Sponsor or Event Specific Sponsor at one or many of our incredible events.

### **2024 Event Overview**

*January 31 – Yearly Sponsorship Due*

*February 23 – Membership Summit*

*May – MGMA Regional Conference*

*July 11 – Virtual Power Lunch*

*September 26-27 – Fall Conference*

*October – MGMA National Conference*

*December 5 – Virtual Power Lunch*



UMGMA Contact Information:

Randee Mitchell, Administrator

385-626-6106

[office@umgma.com](mailto:office@umgma.com)

[www.umgma.com](http://www.umgma.com)

## A Word From the UMGMA Board...

As the Medical Group Management Association of Utah, we would like to invite you to participate as a sponsor at one or many of our various events we are holding in 2024. In accordance with MGMA, we are excited about the new event schedule that better benefits our members and our sponsors. Included with this informational packet you will find the list of events and sponsorship opportunities that exist. Please note, these opportunities are on a first come, first served basis with priority going to our official organizational UMGMA Sponsors\* (see below for additional details).

Partnering with UMGMA at any of our events, allows you to be showcased in front of our members who are the driving force for decisions and change in the medical practices they manage. They are always looking for products and services that allow their practices to evolve. Your support at these events helps to provide quality educational programs, conferences that assist our members in preparing for the exciting and challenging years to come and networking opportunities that connect you and our members to one another.

We truly appreciate your involvement with MGMA Utah and look forward to a win-win partnership with you and your organization. Thank you for your future or continued support.

Sincerely,

The MGMA Utah Executive Board

*\*Sponsorship opportunity beyond Membership Summit and Fall Leadership Conference is only available to those businesses that participate as a sponsor/exhibitor at Membership Summit and Fall Leadership.*

## 2024 \*NEW Event Overview

Return on investment for ALL UMGMA EVENTS are as follows, additional return is listed under individual event.

Return: Sponsors will receive their company name branded with all marketing leading up to and during each event. For example: "2024 UMGMA Power Lunch sponsored by \_\_\_\_\_". Where available the sponsors name will also feature a link that navigates members to their website. Marketing for events will include, but not be limited to, email (to all UMGMA members), social media posts on all platforms used. Posts to social media will include, but not be limited to: announcing registration to members, speaker information, sponsor highlight with link, etc. Sponsors will also receive logo on opening slide of virtual events prior to meeting going live, and for events held in person will be given an exhibitors table to have their company represented. All sponsors will be thanked publicly before introduction of speaker by a UMGMA Board Member and will be given the option to present a 3 min or less presentation about their company to attendees.

### January

- **YEARLY UMGMA SPONSORS**

\*See details below under **2024 Associate Member Yearly Sponsorship Overview** for detailed information. Yearly sponsor sale *ends*, January 31, 2024 at 11:59 pm. Any yearly sponsors who wish to sign up post this date will have a \$250 late fee added to them.

Diamond Sponsor \$15000  
Platinum Sponsor \$6000  
Gold Sponsor \$5000  
Silver Sponsor \$4000  
Bronze Sponsor \$3000

### February

- **NEW Membership Summit**

*February 23<sup>rd</sup>, 2024 (8:30 am until 4:30 pm)*

*Location: Little America*

*Exhibitor Booth Opportunity*

A full day summit event packed with practical information UMGMA members can start to implement into their practices immediately. The Membership Summit will feature a variety of pertinent topics chosen year to year that are specifically applicable to the members right now. This event will be a "mini" conference style and feature exhibitor booth space, as well as an exhibitor luncheon.

Sample Schedule:

7:30 am	Vendor Set-up
8:30 am	Welcome/Breakfast
9:00 am	Keynote 1
11:00 am	Exhibitors Networking
12:00 pm	Exhibitors Lunch
1:00 pm	Breakout (2 Options)
2:00 pm	Break/Snack/Exhibitors Networking
2:30 pm	Keynote 2
4:30 pm	Wrap up
4:30 pm	Vendor Tear-Down

***Sponsorship:*** Multiple opportunities starting at \$1000. See Membership Summit page for more details.

May

- **MGMA REGIONAL Conference**

May 2024  
San Diego, California

A regional multiple day conference hosted by MGMA.

*Sponsorship: contact MGMA for regional conference sponsorship opportunities.*

July

- **Power Lunch**

July 11<sup>th</sup>, 2024 (12:00 noon until 1:00 pm)

A power packed informational luncheon moderated by one of the UMGMA Board Members. Presenters will be handpicked to present timely information on subjects affecting the “right now” of our members practices. Held virtually, at the request of our members as past virtual events proved to be highly effective. Lunch is delivered to attendees via Grubhub directly to their office so they can eat and learn while not having to sacrifice time away from the office.

Presenter: TBD  
Topic: TBD  
Location: Virtual

***Sponsorship: \$1800***

Return: Sponsors will receive all of the above-mentioned base ROI. In addition, sponsor will also receive logo on opening slide of virtual event prior to meeting going live, will be thanked publicly before introduction of speaker by a UMGMA Board Member and will be given the option to present a 3 min or less presentation of their company.

September

- **NEW Fall Leadership Conference**

September 26-27, 2024

Location: Utah Valley Convention Center, Provo, Utah

*Exhibitor Booth Opportunity*

A multiple day summit event packed with practical information UMGMA members can start to implement into their practices immediately. The new Fall Conference event will feature a variety of pertinent topics chosen year to year that are specifically applicable to the members right now. This event feature exhibitor networking time, as well as an exhibitor luncheon.

Sample Schedule:

Day 1

7:30 am	Vendor Set-Up
8:30 am	Welcome/Breakfast
9:00 am	Keynote 1
11:00 am	Exhibitors Networking
12:00 pm	Exhibitors Lunch
1:00 pm	Breakout
2:00 pm	Break/Snack/Exhibitors Networking
2:30 pm	Breakout
4:30 pm	Adjourn
6:30 pm	Mix and Mingle - Casino Night

Day 2

8:30 am	Welcome/Breakfast
9:00 am	Business Meeting
9:30 am	Workshop
10:30 am	Exhibitors Networking
11:00 am	Governmental Forum Update
12:00 pm	Lunch
1:00 pm	Keynote 2
3:00 pm	Adjourn
3:00 pm	Vendor Tear-Down

***Sponsorship:*** Multiple opportunities starting at \$1000. See Fall Leadership Conference page for more details.

## October

- **MGMA National Annual Conference**

October 2024  
Denver, Colorado

A multiple day conference hosted by MGMA.

*Sponsorship: contact MGMA for national conference sponsorship opportunities*

## December

- **Power Lunch**

December 5<sup>th</sup>, 2022 (12:00 noon until 1:00 pm)

A power packed informational luncheon moderated by one of the UMGMA Board Members. Presenters will be handpicked to present timely information on subjects affecting the “right now” of our members practices. Held virtually, at the request of our members as past virtual events proved to be highly effective. Lunch is delivered to attendees via Grubhub directly to their office so they can eat and learn while not having to sacrifice time away from the office.

Presenter: TBD  
Topic: TBD  
Location: Virtual

***Sponsorship: \$1800***

Return: Sponsors will receive all of the above-mentioned base ROI. In addition, sponsor will also receive logo on opening slide of virtual event prior to meeting going live, will be thanked publicly before introduction of speaker by a UMGMA Board Member and will be given the option to present a 3 min or less presentation of their company.

Please Contact Randee Mitchell at [office@umga.com](mailto:office@umga.com) for any questions or to reserve your sponsorship.

# 2024 Associate Member Yearly Sponsorship Overview

The Medical Group Management Association of Utah would like to invite you to participate in the 2023 Associate Member Program

Associate Membership sets your organization apart. It shows our members your commitment to their education, training and the growth of MGMA Utah. You will be invited and encouraged to attend our luncheons, educational sessions and conferences. You will also receive member emails and access to webinars. Details of our sponsorship levels are below. You are invited to become Platinum, Gold, Silver, or Bronze Sponsor, or an Associate Member. You will enjoy numerous other benefits based on your sponsorship or membership level.

## Diamond \$15,000

- Corporate logo/link to be used in all marketing of any sponsored events to members
- Corporate logo and website link with 25-word company description (including contact information) on MGMA Utah Website
- **Up to Four** (4) MGMA Utah Associate Memberships for 2024
- Signage and Recognition at ALL UMGMA events (virtual or in person)
- Listing in and access to the MGMA Utah online membership directory
- Corporate logo recognition on MGMA Utah sponsor board and name recognition at all educational sessions throughout the year
- **First** choice (first come, first served) to sponsor either one conference event (see list under conference information) or one 2024 event
- **First** choice (first come, first served) of one **DOUBLE** exhibit booth space at **BOTH** the UMGMA Membership Summit and UMGMA Fall Leadership Conference. (includes 4 people)
- Full-page **color** ad in **premium** location in conference digital or printed workbooks. (Specs are 11 tall x 8.5 wide, portrait)
- Social Media Highlight Post with Link to website and the option for attendees to pre-schedule appointments with vendors
- **Keynote Speaker sponsor at both conferences (Membership Summit and Fall Leadership Conference)**
- Option to provide Vendor Prize for BOTH Membership Summit and Fall Leadership Conference
- Option to host events for UMGMA members with support of advertising from UMGMA, upon approval

## Platinum \$6,000

- Corporate logo/link to be used in all marketing of any sponsored events to members
- Corporate logo and website link with 25-word company description (including contact information) on MGMA Utah Website
- **Up to Three** (3) MGMA Utah Associate Memberships for 2024
- Signage and Recognition at ALL UMGMA events (virtual or in person)
- Listing in and access to the MGMA Utah online membership directory
- Corporate logo recognition on MGMA Utah sponsor board and name recognition at all educational sessions throughout the year

- **First** choice (first come, first served) to sponsor either one conference event (see list under conference information) or one 2024 event
- **First** choice (first come, first served) of one exhibit booth space at **BOTH** the UMGMA Membership Summit and UMGMA Fall Leadership Conference. (includes 2 people)
- Full-page **color** ad in **premium** location in conference digital or printed workbooks. (Specs are 11 tall x 8.5 wide, portrait)
- Social Media Highlight Post with Link to website and the option for attendees to pre-schedule appointments with vendors
- Option to provide Vendor Prize for BOTH Membership Summit and Fall Leadership Conference

#### Gold \$5,000

- Corporate logo/link to be used in all marketing of any sponsored events to members
- Corporate logo and website link with 25-word company description (including contact information) on MGMA Utah Website
- **Up to Two** (2) MGMA Utah Associate Membership for 2024
- Signage and Recognition at ALL UMGMA events (virtual or in person)
- Listing in and access to the MGMA Utah online membership directory
- Corporate logo recognition on MGMA Utah sponsor board and name recognition at all educational sessions throughout the year
- **Second** choice (first come, first served) to sponsor either one conference event (see list under conference information) or one 2024 event
- **Second** choice (first come, first served) of one exhibit booth space at **BOTH** the UMGMA Membership Summit and UMGMA Fall Leadership Conference. (includes 2 people)
- Half-page **color** ad in conference digital or printed workbook. (Specs are 5.5 tall x 8.5 wide, landscape)
- Social Media Highlight Post with Link to website and the option for attendees to pre-schedule appointments with vendors
- Option to provide Vendor Prize for BOTH Membership Summit and Fall Leadership Conference

#### Silver \$4,000

- Corporate logo and website link
- **One** (1) MGMA Utah Associate Membership for 2024
- Signage and Recognition at ALL UMGMA events (virtual or in person)
- Listing in and access to the MGMA Utah online membership directory
- **Third** choice (first come, first served) to sponsor either one conference event (see list under conference information) or one 2024 event.
- **Third** choice (first come, first served) of one exhibit booth space at **BOTH** the UMGMA Membership Summit and UMGMA Fall Leadership Conference. (includes 2 people)
- Quarter-page **black and white** ad in conference digital or printed workbook. (Specs are 5.5 tall x 4.25 wide, portrait)
- Bulk Social Media Highlight Post with Link to website and the option for attendees to pre-schedule appointments with vendors
- Option to provide Vendor Prize for BOTH Membership Summit and Fall Leadership Conference

#### Bronze \$3,000



- Corporate logo and website link
- **One** (1) MGMA Utah Associate Membership for 2024
- Signage and Recognition at ALL UMGMA events (virtual or in person)
- Listing in and access to the MGMA Utah online membership directory
- **Fourth** choice (first come, first served) to sponsor either one conference event (see list under conference information) or one 2024 event.
- **Fourth** choice (first come, first served) of one exhibit booth space at **BOTH** the UMGMA Membership Summit and UMGMA Fall Leadership Conference. (includes 2 people).
- Quarter-page **black and white** ad in conference digital or printed workbook. (Specs are 5.5 tall x 4.25 wide, portrait)
- Bulk Social Media Highlight Post with Link to website and the option for attendees to pre-schedule appointments with vendors
- Option to provide Vendor Prize for BOTH Membership Summit and Fall Leadership Conference

# 2024 Membership Summit/Fall Leadership Conference Sponsorship Opportunities

The following additional Sponsorship opportunities will be offered to our Diamond, Platinum, Gold, Silver, and Bronze sponsors first, and then to all other Associate Members and Exhibitors.

## Student Member Recognition Sponsor \$750 (Fall Leadership Conference)

- Marketing, signage, introduction, and recognition

## Breakout Session Sponsor \$1100 (Membership Summit and Fall Leadership Conference)

- Marketing, signage, introduction, and recognition

## Closing Keynote Speaker Sponsor \$1500 and up (Membership Summit and Fall Leadership Conference)

- Logo background during speaker or banner on page
- Introduction prior to speaker
- Logo/mention on all marketing about speaker in all correspondences to members via email or social media

## Meal Sponsor \$2500 up to \$3750 (Membership Summit and Fall Leadership Conference)

- Branded signage on all tables, mention on all marketing about lunch in all correspondences to members via email or social media.
  - Meals available to sponsor
    - *All Meals \$2500 (excluding Mix and Mingle at Fall Leadership Conference)*
    - *Mix and Mingle – Casino Night \$3750 (Fall Leadership Conference ONLY)*

## Swag Bag Sponsor \$2500 (Fall Conference)

- Logo on themed attendee gift
- Option to add merchandise to bag. Item(s) to be approved by UMGMA.
- Logo on informational insert
- Logo/mention on all marketing about swag bag in all correspondences to members via email or social media

# 2024 Membership Summit and Fall Conference Exhibit Fee's

## Sponsorships

Diamond	\$15000
Platinum	\$6000
Gold	\$5000
Silver	\$4000
Bronze	\$3000

**Associate Membership Dues:   \$250**

(\*All exhibitors MUST register as Associate Members. Waived for Diamond,Platinum, Gold, Silver & Bronze Sponsors\*)

**Membership Summit Exhibit Fee           \$1000**

**Fall Conference Exhibit Fee               \$1000**

(\*Waived for Diamond, Platinum, Gold, Silver & Bronze Sponsors)

The following MUST be completed before exhibitor application is complete.

1. Exhibitor Application, for each Membership Summit and Fall Conference
2. Payment for booth fees and membership dues, as well as any additional sponsorships
3. Associate Membership Application – online at [www.umgma.com](http://www.umgma.com)
4. Code of Ethics, signed and returned (included in your membership application or renewal confirmation email)
5. Exhibitor Contract, signed and returned (included in your exhibitor application email)

***Please note – your registration is NOT complete until ALL of the above items are received. Incomplete applications will not be accepted and may result in forfeiture of booth space.***

Please register online at [www.umgma.com](http://www.umgma.com).

## **Or Send payment to:**

Utah MGMA – Exhibitor Registration

PO Box 1042

Layton, Utah 84041