2015 Minnesota Medical Association Annual Conference

National speakers, educational format

Friday and Saturday, September 25-26
Doubletree Park Place Hotel | St. Louis Park, MN

Exciting sponsorship opportunities – bigger and better than ever!
MMA is offering an exciting new lineup of sponsorship opportunities for the 2015 Annual Conference. Sponsors will have a unique opportunity to promote their products and services to an audience of physicians from throughout Minnesota. We’re structuring our program to offer many new options that create more value for our business partners. Don’t miss this opportunity!

Reach Minnesota physicians – multiple times
In addition to reaching annual conference participants, sponsors will be viewed by as many as 16,500 member and non-member physicians, more than a dozen times through September 2015, as MMA uses a multi-faceted marketing and communications effort to promote the event. These touches include: monthly emails, weekly online newsletters, monthly magazine advertising and two targeted printed, direct mail invitations.

The sooner you confirm your sponsorship, the more impressions you will make on Minnesota physicians.

Attendees
MMA’s Annual Conference will bring together 150-200 physicians from across Minnesota for a day-and-a-half of CME education, policy discussion, networking and celebrating medicine in our state. The conference is designed to attract physicians from all locations, practice types and specialties.

It’s a conference for all Minnesota physicians!
DoubleTree Park Place Hotel | 1500 Park Place Boulevard | St. Louis Park, MN 55416
Sponsorship Opportunities

*Premier, Platinum, Gold, Silver and Bronze packages include a booth location.

Premier
Inaugural Dinner
$15,000

SOLD TO MMIC GROUP

Exclusive sponsorship of the Inaugural and Awards Dinner (estimated attendance 150).

• Special personal recognition at dinner
• Four tickets to Inaugural dinner
• Your logo appears on signage at the Inaugural dinner
• Your logo projected on screen at dinner
• Preferential booth location
• Your logo appears on all Annual Conference promotional material
• Your logo appears on signage at registration table and two other locations
• Four full page ads in Minnesota Medicine — use by September 2016
• Four MMA website ads — use by September 2015
• Your logo appears in MMA print and email marketing materials sent to all Minnesota practicing and retired physicians, residents, fellows and medical students (as many as 16,500, twelve times).

Platinum | Friday or Saturday MMA Keynotes | $5,000

(TWO AVAILABLE)

Sponsorship of Friday or Saturday’s keynote speakers (estimated attendance of 150 at either event).

• Representative can introduce the keynote speaker
• Two tickets to both Friday’s and Saturday’s keynote presentations
• Premier booth location
• Your logo appears on signage at your sponsored event
• Your logo appears on all Annual Conference promotional material
• Your logo appears on signage at registration table and two other locations
• One full page ad in Minnesota Medicine — use by September 2016
• Three MMA website ads — use by September 2016
• Opportunity to sponsor one MMA “in-person” event during the year (October 2015 to September 2016) at 50 percent discount (excluding 2015 Annual Conference)
  • Your company recognized on all “in-person” event promotional materials
• Your logo appears in MMA print and email marketing materials sent to all Minnesota practicing and retired physicians, residents, fellows and medical students (as many as 16,500, twelve times).
Gold
Saturday Education Track
(each track offers two programs)
$2,750

(THREE AVAILABLE)
Sponsorship of one of Saturday’s education tracks (estimated attendance of 35 to 50 in each program).

- Representative can introduce each program
- Two tickets to Saturday’s keynote presentation
- Your logo appears on signage at your sponsored event
- Premier booth location
- Your logo appears on all Annual Conference promotional material
- Your logo appears on signage at registration table and two other locations
- One half-page ad in Minnesota Medicine — use by September 2016
- One MMA website ad — use by September 2016
- Your logo appears in MMA print and email marketing materials sent to all Minnesota practicing and retired physicians, residents, fellows and medical students (as many as 16,500, twelve times).
Silver | Hippocrates Café | $2,500

(THREE AVAILABLE)

Hippocrates Café is a theatrical production that explores complex health care topics using equal measures of humor and reflection. Join host Jon Hallberg, MD, as he and the cast take a look at the different stages of a physician’s career in “Arc of a Career.” Professional actors will read from a variety of sources, including selections from *Minnesota Medicine* while musicians perform instrumental interludes. This Thursday evening event will be an opportunity to network with as many as 80 physicians, residents, fellows and medical students. The program will include hors d’oeuvres.

- Your logo appears on signage at the event
- Premier booth location at the conference and ability to have a booth one night early at the Hippocrates Café event
- Your logo appears on all Annual Conference promotional materials
- Your logo appears on signage at registration table and two other locations
- Pre-event time to meet and greet attendees
- Your logo appears in MMA print and email marketing materials sent to all Minnesota practicing and retired physicians, residents, fellows and medical students (as many as 16,500, twelve times).
- Representative can introduce the program
- Your logo appears on signage at registration table and two other locations
- Your logo appears on all Annual Conference promotional material

Bronze | Policy Forums | $2,000

(TWO AVAILABLE)

Sponsorship for one of two policy forums on Friday afternoon (estimated attendance of 40 to 90 in each forum).

- Your logo appears on signage at your sponsored forum
- Premier booth location
- Two tickets to Friday’s keynote presentation
- One MMA website ad — use by September 2016
- Your logo appears in MMA print and email marketing materials sent to all Minnesota practicing and retired physicians, residents, fellows and medical students (as many as 16,500, twelve times).
Exhibitor Booth | $950 (SPACE IS LIMITED)

Exhibitors may attend the conference one day or both days. You can add to the value of your booth by sponsoring one of the Annual Conference programs.

- Booth location
- Your logo appears on all Annual Conference promotional material
- Your logo appears on signage at registration table and two other locations
- Two tickets to Friday’s keynote presentation
- Your logo appears in MMA print and email marketing materials sent to all Minnesota practicing and retired physicians, residents, fellows and medical students (as many as 16,500, twelve times).

Social Reception/Poster Session
$1,000 (ONE AVAILABLE)

Sponsor the social hour reception.

- Premier booth location (not included in the sponsor cost)
- Your logo appears on signage at the reception
- Your promotional materials displayed at the reception
- Sponsor will present the Poster Session winner with the $500 prize at the Inaugural Dinner.

Break Sponsors | Friday and Saturday | $500 (THREE AVAILABLE)

Sponsor food and beverage service at three breaks (each break will have an estimated audience of 100-150).

- Your logo appears on signage at break table
- Your promotional materials displayed at the break

Can’t attend? Support MMA with these sponsorships!

Program Sponsorship
Logo recognition on all Annual Conference promotional materials — $1,000
- Your logo appears on signage at registration table and two other locations

Name recognition on all Annual Conference promotional materials — $500
- Your name appears on signage at registration table and two other locations

Other customized sponsorships
If you are looking for a more customized sponsorship opportunity, consider these options or call Scott Wilson at 612-632-3748.

Item Sponsors
- Lanyards – $1,500 (sponsor supplies 250 lanyards)
- Flash Drives with Conference Materials – $2,000
- Pens – $1,000 (sponsor supplies 250 pens)
- Centerpiece sponsorship for the Inaugural dinner – $1,500
- Name tags – $750
Thursday, Sept. 24

6 pm  
Hippocrates Café

Friday, Sept. 25

6 am  
Exhibit hall open for setup

7 am  
Registration opens

8 am  
Breakfast with Ian Morrison (ticketed event)

9 am  
Opening Keynote  
Ian Morrison  
Future of Healthcare

10 am  
Exhibits must be set up

10:30 am  
Break with exhibitors

11 am  
Luncheon  
MMA update  
Robert Meiches, MD, and Donald Jacobs, MD

12:30 pm  
Break with exhibitors

1-2:45 pm  
Two concurrent Policy Forum sessions  
(topics TBD)

2:45-3:15 pm  
Break with exhibitors

3:15-5 pm  
Open issues forum

5:30 pm  
MEDPAC, Foundation receptions

5:30 - 6:30 pm  
Poster session in exhibit area

6 pm  
Reception in exhibit area

6:30-10 pm  
Inaugural Dinner featuring 50s/60s rock band

Saturday, Sept. 20

7 am  
Breakfast in exhibit area

8 am  
Keynote (TBD)

9-9:30 am  
Break with exhibitors

9:30-10:30 am  
Educational Breakout sessions

10:30-11 am  
Break with exhibitors

11 am  
Exhibit tear-down

11 am-noon  
Educational Breakout sessions

Noon  
Adjourn
Sponsorship Registration

You have two options to complete the sponsorship registration:

- Online: visit Annual Conference Exhibitor Application and pay by credit card; OR
- Print out the attached registration, fill out and return it with payment to MMA.

Important dates to remember:

- May 9, 2015 — to have your logo/name included on the printed Annual Conference brochure that will be sent to as many as 16,500 Minnesota physicians
- Aug. 3, 2015 — to be recognized in the Annual Conference program

Space will not be assigned without full payment. Visit mnmed.org/AC2015.

Booth Specifications

All exhibit tables will be eight feet long, skirted in white and be accompanied by two chairs. A company may opt to replace the table with their display provided it fits in the space. No space may be reserved except through the MMA exhibitor coordinator. Once reserved, no booth may be subleased except with the consent of the coordinator.

Networking Opportunities

In addition to meeting with annual conference participants in your booths, there are several other opportunities to meet and talk with physicians. These include:

- Exhibitors are welcome to attend the policy forums and the educational programs to network with participants.
- Exhibitors may purchase tickets for the President’s Inaugural, Friday’s opening keynote, Friday luncheon or Saturday’s Keynote Breakfast. See the registration form for further details.
- The Sept. 25 Inaugural Reception and poster symposium, 5:30-6:30 p.m., will be held in the exhibit area. This is an excellent time to visit with attendees, please be available.
- Break service for Annual Conference attendees also will be in the exhibit area.

Assignment of Booths

Exhibit spaces will be located in high traffic areas, with preferential sponsors receiving the best locations. No assignments will be made until a completed application and full payment are received. Booth numbers will be assigned and communicated one month prior to the annual conference. Organizations requesting placement next to, or away from, other organizations will be accommodated to our best ability. MMA reserves the right to assign all space in the best interest of the conference. MMA reserves the right to reassign booths when necessary.

Relocation

The MMA exhibitor coordinator retains the right to change exhibit locations for reasons beyond the control of MMA or if it becomes advisable in the best judgment of the exhibitor coordinator. All such changes will be discussed with the exhibitor in advance, if possible.
Electricity and Internet Access
Electrical forms will be sent upon request. There is internet access throughout the property. Contact Sandy Nentwig at 612-362-3755 for assistance.

Space Cancellation
Cancellations must be sent in writing to snentwig@mnmed.org. Cancellations received by July 27 will receive a full refund, minus a $100 per booth administrative fee. Cancellations received after July 27 will receive a full refund, minus a $100 per booth administrative fee, if it can be resold. If the booth cannot be resold, the MMA will retain 100 percent of the exhibitor’s payment.

Shipping
Shipments should be sent, no earlier than Sept. 23, to:
DoubleTree Park Place
1500 Park Place Blvd
Minneapolis, MN 55416
Hold for: <Your Company Name>
Minnesota Medical Association Conference 9/25-26, 2015

Please note: If pallets of boxes are delivered, there is a $150 hotel charge to move each pallet.

Security
MMA will take all reasonable precautions against damage or loss by fire, theft, strikes or other accidents. MMA cannot, however, guarantee exhibitors against loss or damage. Small and valuable materials should be removed or packed away each night.

Registration
Online: Visit Annual Conference Exhibitor Application and pay by credit card.

Mail: Send the completed exhibit application and fee to:
MMA Annual Conference
Attn: Sandy Nentwig
1300 Godward St. NE, Suite 2500
Minneapolis, MN 55413

For questions concerning exhibit applications or additional information, contact Sandy Nentwig at 612-362-3755 or snentwig@mnmed.org.

Exhibit Regulations
- All exhibits must be set up by 10 am, Sept. 25. Exhibits must be removed by 1 pm, Sept. 26.
- Orders may be taken, but no sales (money exchanged) during the meeting.
- MMA reserves the right to deny booth space to any organization whose products do not contribute directly to the meeting registrants’ medical practices.
- Gifts distributed from the exhibitors must be of minimal value, practice-related and provide a benefit to patients. Textbooks and other gifts are appropriate if they serve a genuine educational function. The law stipulates that physicians are not allowed to accept gifts worth more than $50 per year from manufacturers, wholesale drug distributors and their agents. We expect that exhibitors will follow these requirements.
- Raffles, lotteries or games of chance of any kind are expressly prohibited. Drawings will be allowed.
- Exhibitors will receive an attendee list during the conference. This list is for a one-time use. In any communications, MMA only can be named as presenting the annual conference and cannot be presented as endorsing a product or service.
Minnesota Medical Association Exhibitor Application
2015 ANNUAL CONFERENCE

Sept. 25–26 • DoubleTree Park Place Hotel

Sponsorship level (check one):

- □ Platinum $5,000
- □ Gold $2,750
- □ Silver $2,500
- □ Bronze $2,000
- □ Exhibit $950

Meal/networking tickets

<table>
<thead>
<tr>
<th>Event</th>
<th># tickets</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday, Sept. 25 keynote with Ian Morrison ($30 each)</td>
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<tr>
<td>Friday, Sept. 25 Luncheon ($40 each)</td>
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<tr>
<td>Friday, Sept. 25 Inaugural dinner ($60 each)</td>
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<td></td>
</tr>
<tr>
<td>Saturday, Sept. 26 keynote breakfast ($30 each)</td>
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<tr>
<td>Total</td>
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Payment

Full payment, or request for payment arrangements, must be received by Aug. 1, 2015 for booths to be assigned. Booths will be assigned one month prior to event.

Online Registration
Visit Annual Conference Exhibitor Application and pay by credit card.

Pay by credit card

Name on Card: _______________________________________________________________________

- □ M/C □ Visa □ Discover □ American Express

Card Number: _______________________________________________________________________

Exp.: ____________________ Security code: ____________________

Mail in registration/Pay by check

Print and mail this form with payment to:
MMA Annual Conference
Attn: Sandy Nentwig
1300 Godward St. NE
Suite 2500
Minneapolis, MN 55413

Rules
The exhibitor agrees to abide by all rules, regulations and restrictions outlined in this document.

Please email a company logo to snentwig@mnmed.org

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