

2024 Sponsor & Exhibitor Prospectus

Tri-State Healthcare Leaders Conference

September 18-20, 2024

Louisville Marriott East - Louisville, KY

hosted by



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Members of Indiana MGMA, Kentucky MGMA and Healthcare Leaders Association of Ohio lead and manage medical practices - a complex and challenging profession that combines broad knowledge with cutting-edge expertise and practical skills with the experience to apply them. Decisions made by medical practice managers affect every aspect of successful medical practice operations, from patient care to a healthy bottom line.

Our members come from all areas of our respective states and rely on our professional associations to serve as their resource for information, education, exchange of ideas and industry contacts so that they can provide quality management and leadership to their physicians and staff.

Our diverse membership is comprised of administrators, managers, supervisors, billing staff, faculty, and other healthcare professionals representing practices of all sizes and specialties. These practices can range from solo, group and rural practices to university-based practices and multi-specialty clinics.

We invite you to join us and showcase your products and solutions to our attendees at the Tri-State Healthcare Leaders Conference in September.

KEY DATES... mark your calendar

- May 1, 2024... Exhibitor/Sponsor Registration Opens
- August 1, 2024... Register on or before this day to be included in printed attendee brochures
- August 15, 2024... Sponsor and exhibitor registration closes*
- August 21, 2024... Conference room block closes at the Louisville Marriott East*
- August 23, 2024... Preconference attendee list released to Exhibitors/Sponsors
- September 18-20, 2024... Conference in session

*Date is subject to change pending sell out. Conference management strongly recommends exhibitors secure their registration options and hotel reservation as soon as possible to ensure there is room.

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Louisville, Kentucky

Conference Venue and Lodging

Louisville Marriott East

1903 Embassy Square Blvd, Louisville, KY 40299

Reserve Rooms For Your Team - Group Block by August 21 or before sell out of our block occurs.

Scan QR Code below to book now!

Standard King or Double Queen:

\$184 rate + taxes/fees

Daily Parking is \$5.00

Check-in is 4:00 PM | Check-out is 12:00 PM



Why You Should Book in Our Conference Room Block

- Discounted rates! We've negotiated our best to ensure you get you a great room at a great rate.
- All conference sessions & Exhibitor Marketplace take place inside the Louisville Marriott East!
- 11 miles/19 minutes from Louisville International Airport (SDF)
- Unfilled rooms in our block equal financial penalties. Stay in the host hotel to support our associations.

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Attendee Demographics

Approximately 160 medical practice executives from across Kentucky, Indiana and Ohio will convene for this event. Attendees are medical group administrators, C-Suite executives, directors, clinic managers, billing managers and key team members. Attendees represent all medical specialties. Attendees hail from large to small organizations with the majority falling into the small-to-mid sized medical practice (1-50 providers). Attendees are looking to be introduced to new products, services, and technologies in our Exhibitor Marketplace.

Dedicated Networking Time

A minimum of 6.0+ Hours of dedicated networking time between exhibitors and attendees comprised of:

- 3x Exhibitor Marketplace breaks
- 1 Reception and 1 Networking event
- Breakfast and Lunch with Attendees
- Schedule a dinner or entertain attendees after conference hours
- Exhibit staff are welcome and encouraged to participate in any of our sessions for professional development and additional networking with attendees when not actively staffing their exhibit booth

Exhibit Booths - What is included

Forty (40), 8'x10' exhibit spaces are available for this conference

- Full pipe and drape
- A 6' draped table
- Signage
- Two chairs
- A wastebasket
- Wireless internet access
- Basic electrical power drop.
 - Exhibit staff registration includes all meals, and access to all conference activities on the agenda
 - A conference attendee list in excel format (provided on August 23)
 - Conference management makes exhibit booth assignments which will be communicated 3 weeks in advance of the show based on:
 - Priority 1: given to Sponsors
 - Priority 2: give to Exhibitors based on date of registration & payment received

You may order and purchase additional furniture or signage for your booth from our Trade Show Decorator. Additional electrical needs or rigging can be purchased directly from in-house AV provider to the Marriott Louisville East, Encore. Email us for contact information for these suppliers: indianamgma@gmail.com



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Exhibitor Show Schedule

*subject to change

Wednesday, September 18

- 4:00 PM... Arrive to Louisville Marriott East and Check-In
- 5:30 PM... Opening/Welcome Reception with Attendees
- 7:30 PM... The evening is yours to explore Louisville or entertain clients

Thursday, September 19

- 7:00 AM - 9:00 AM... Check-In and Exhibit Booth Set-up
- 9:30 AM - 5:00 PM... Exhibitor Marketplace Opens
- 9:30 AM - 10:00 AM... Networking Break in Exhibitor Marketplace
- 12:15 PM - 1:00 PM... Networking Lunch with Attendees
- 2:00 PM - 2:45 PM... Networking Break in Exhibitor Marketplace
- 5:00 PM - 7:00 PM... Networking Event
- 7:00 PM... The evening is yours to explore Louisville or entertain clients

Friday, September 20

- 8:00 AM - 9:00 AM... Breakfast in Exhibit Hall & Final Exhibit Hall Break
- 9:00 AM - 9:30 AM... Exhibitor Meeting/Debrief with Planning Committee
- 9:30 AM - 11:30 AM... Tear Down & Move Out

Tri State Healthcare Leaders Conference
September 18-20, 2024
Louisville Marriott East

THE ONE WHERE
WE WORK
TOGETHER

SAVE THE DATE



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Exhibits and Sponsorships: YOUR OPTIONS

We've created a variety of options to fit a variety of budgets.

1. **Exhibit Booth** receive a standard booth, 8x10 exhibit booth
2. **Sponsorship Add-Ons** in addition to your exhibit booth, consider adding a sponsorship. Sponsorship add-on provides your organization with additional impressions throughout the conference, Help provide an enhancement to the attendee experience though which your organization is branded and receive priority booth assignment in the exhibit hall (based on level).
3. **Offsite Sponsorships** are an opportunity to support the show, receive a copy of the attendee list the day the show opens, and get recognition with attendees even if you can't be on site with us, Offsite Sponsorships do not come with an exhibit booth or registration to attend the conference.



EXHIBIT BOOTHS

STATE MEMBER BOOTH

\$1,400

Must hold current membership with state association: KentuckyMGMA, IndianaMGMA or HLAOhio
Membership with national MGMA only is considered "non-member"

NON MEMBER BOOTH

\$2,000

- 8'x10' booth space with full pipe and drape
- A 6' draped table
- Signage
- Two chairs
- A wastebasket
- Wireless internet access
- Basic electrical power drop
- Registration for 2 on-site booth personnel
 - Exhibit staff registration includes all meals, and access to all conference activities on the agenda
- A pre/post conference attendee list in excel format (provided on August 23)
- Listing in conference attendee booklet

Note: Conference management makes exhibit booth assignments which will be communicated 3 weeks in advance of the show based on:

- Priority 1: given to Add-On Sponsors
- Priority 2: give to Exhibitors based on date of registration & payment received

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SPONSORSHIP ADD-ONS



Opening Reception (September 18)

\$3,200

- Signage at event and throughout conference
- Welcome attendees at door with drink tickets
- 2 minutes with microphone for Company Introduction during event
- Cocktail Napkins with your logo
- Full Page Color Ad in Attendee Program
- Promotional item or literature stuffed in all attendee bags (must meet deadline)
- Sponsor Recognition in Social Media posts leading up to conference on associations' social media pages

Networking event (September 19)

\$3,200

- Signage at event and throughout conference
- Welcome attendees at door with drink tickets
- 2 minutes with microphone for Company Introduction during event
- Cocktail Napkins with your logo
- Full Page Color Ad in Attendee Program
- Promotional item or literature stuffed in all attendee bags (must meet deadline)
- Sponsor Recognition in Social Media posts leading up to conference on associations' social media pages

Central Perk Coffee Bar & Charging Cafe (September 19)

\$3,200

- Signage at Café and throughout conference
- Meet and greet with attendees at Café
- Full Coffee Station set-up
- Variety of chargers for attendee devices
- Full Page Color Ad in Attendee Program
- Promotional item or literature stuffed in all attendee bags (must meet deadline)
- Sponsor Recognition in Social Media posts leading up to conference on associations' social media pages

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Attendee Cash Grand Prize

\$3,200

- Signage at registration desk and throughout conference
- Attendees must stop by your booth to register to win (we'll provide registration cards)
- 2 minutes with microphone for Company Introduction during event
- Full Page Color Ad in Attendee Program
- Promotional item or literature stuffed in all attendee bags (must meet deadline)
- Sponsor Recognition in Social Media posts leading up to conference on associations' social media pages

Professional Headshots for attendees

\$2,700

- Signage at headshot station and throughout conference
- Meet and greet with attendees at headshot station
- Half Page Color Ad in Attendee Program
- Promotional item or literature stuffed in all attendee bags (must meet deadline)
- Sponsor Recognition in Social Media posts leading up to conference on associations' social media pages

Attendee Tote Bags

\$2,700

- Your logo on attendee tote bags and signage throughout conference
- Half Page Color Ad in Attendee Program
- Promotional item or literature stuffed in all attendee bags (must meet deadline)
- Sponsor Recognition in Social Media posts leading up to conference on associations' social media pages

Attendee Name Badges

\$2,700

- Your logo on attendee name badges and signage throughout conference
- Half Page Color Ad in Attendee Program
- Promotional item or literature stuffed in all attendee bags (must meet deadline)
- Sponsor Recognition in Social Media posts leading up to conference on associations' social media pages

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Attendee Welcome Gift

\$2,700

- We will produce, package & provide a memorable, branded-to-your-company takeaway to all attendees from registration desk during their check-in
- Signage throughout conference
- Half Page Color Ad in Attendee Program
- Promotional item or literature stuffed in all attendee bags (must meet deadline)
- Sponsor Recognition in Social Media posts leading up to conference on associations' social media pages

Networking Lunch (September 19)

\$2,700

- Signage on table center pieces and throughout conference
- Half Page Color Ad in Attendee Program
- Promotional item or literature stuffed in all attendee bags (must meet deadline)
- Sponsor Recognition in Social Media posts leading up to conference on associations' social media pages

Breakfast (September 19 or September 20)

\$2,200

- Signage during event and throughout conference
- Recognition in Attendee Program
- Napkins with your logo
- Sponsor Recognition in Social Media posts leading up to conference on associations' social media pages

Water Station/Water Bottles

\$2,200

- Your logo on water bottles provided to attendees and various water stations throughout conference
- Signage throughout conference
- Recognition in Attendee Program
- Sponsor Recognition in Social Media posts leading up to conference on associations' social media pages

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SPONSORSHIP ADD-ONS

Attendee Notepad & Pen

\$1,700

- We will produce & provide a branded-to-your-company note pad & pen to all attendees from registration desk during their check-in
- Signage throughout conference
- Recognition in Attendee Program
- Sponsor Recognition in Social Media posts leading up to conference on associations' social media pages

WiFi Access for Attendees

\$1,700

- Signage throughout conference
- Recognition in Attendee Program
- Sponsor Recognition in Social Media posts leading up to conference on associations' social media pages

OFFSITE SPONSORSHIPS

Breakfast (September 19 or September 20)

\$1,200

- Signage during event and throughout conference
- Recognition in Attendee Program
- Promotional item or literature stuffed in all attendee bags (provided by you, must meet deadline)
- Pre & Post Conference attendee list

Registration Information

Secure your spot at the Tri-State Healthcare Leaders Conference today.

Step One:

Review this prospectus and decide on your preferred options. Contact us if you have questions: main@hlaoh.com; indianamgma@gmail.com; KentuckyMGMA@meinet.com

Step Two:

Register online at <https://www.imgma.net/event-5707897>

You can pay online during the registration process via credit card or request an invoice for payment by check. We do not hold booth space, sponsorships or make booth assignments until payment in full is received.

Step Three:

Make sure you receive your registration confirmation via email from Indiana MGMA after registration. Check your spam/junk folder just in case. Contact us if you do not receive within 24 hours to ensure your registration was received.

Request a copy of our W9 at indianamgma@gmail.com

Checks Payable to: Indiana MGMA

Mail to: Indiana MGMA
6604 Royal Oakland Pl | Indianapolis, IN 46236

Cancellation Terms

Any company desiring to cancel their submitted commitment for this conference must notify conference management, in writing to indianamgma@gmail.com. An administrative fee of \$300.00 is withheld on refunds plus the cost of any promotional items already purchased. No refunds will be made on cancellations after July 31, 2024.

Statement of Agreement

By sending in registration and payment, your organization and all organization representatives participating in the event agree to comply with Sponsor Terms, Conditions and Policies as provided by host association(s) and/or conference management. Your organization understands that all sponsorships have been assigned on a first-come, first-served basis, submitted with payment in full. Your organization understands that host association(s) and/or conference management reserves the right to remove or refuse any registered organization or its personnel from the conference or any event associated with the conference, for failure to act in a professional or responsible manner at the sole discretion of host association(s) and/or conference management, or deemed to be out of compliance with our guidelines and policies.

Point of Contact

All information, including but not limited to: conference updates, requests for materials, production deadlines and attendee lists, will be sent to the organization point of contact noted on your registration form. The organization point of contact is responsible for distributing information to your organization representatives and ensuring deadlines are met. The organization is responsible to notify conference management if this point of contact changes. Email indianamgma@gmail.com with point of contact changes.

Warning: Associations are increasingly being targeted by scammers. Be wary if you receive a phone call regarding "discounted hotel rooms" or "registration" asking you to give out your credit card information or personal information. Only trust information that comes directly from Indiana MGMA, Kentucky MGMA or HLA Ohio in our verified email format or information which is posted on our association websites. If you are ever in doubt, please call or email our office at indianamgma@gmail.com or (678) 523-5915.

INDIANA MGMA ● KENTUCKY MGMA ● HLA OHIO

www.imgma.net | www.kmgma.com | www.hlaoh.com