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## 2009 Affiliate Membership and Sponsorship Opportunities

The IMGMA greatly appreciates the support we receive from each and every one of our vendors and we recognize that you are an integral part of the organization. Thank you!

2008 saw the implementation of a new program for affiliate members – levels of membership with different benefits at each. This proved to be very successful and allowed companies to select their level of support and provided one stop shopping for annual budgeting and planning purposes. With input from the Vendor Committee and support of the Board of Directors, this will continue in 2009.

### New in 2009 . . .

**Added Platinum Level** – Limited to two members

**Benefits** – Enhanced benefits at each level

**Newsletter** – Upgraded to full color; sponsorship and advertising available

**Spring Booths** – Will feature pipe & drape for each vendor for a uniform and pleasing appearance

**Spring Conference Marketing** – Your company's name & logo front and center throughout the vendor show via video presentation (Silver-Platinum)

**Electronic Mailing Lists** – Affiliate members will receive the member directory in electronic format

Please review the attached information which will give you choices for participation – developed packages and additional sponsorship opportunities.

*Please note that the Gold and Platinum levels have a maximum number of members. Gold memberships sold out quickly last year, so if you are interested in this or the Platinum level, they will be available on a first come, first served basis.*

Reminder: Only vendors who are Affiliate members will be allowed to purchase IMGMA opportunities such as a booth at the annual spring conference. Current members are being given the first opportunity to take advantage of the package pricing. After January 1, 2009, these opportunities will be made available to non-members.

It is our hope that this approach will help you schedule your time and budget more effectively while still providing your valuable support to the IMGMA.

Please take a few minutes to review the attached information and choose the package of your choice. We look forward to hearing from you, and please contact the office if you have any questions.

Gary Kaufman, CMPE  
Past President  
Board Liaison, Vendor Committee

*Please turn over for definitions*

# Definitions

## **Affiliate Member**

Affiliate Membership is open to marketers of products and services for medical practices. This membership classification is for organizations not involved in direct delivery of healthcare management. For example: vendors, management consultants, accountants, attorneys or others who may be involved in the healthcare industry.

## **Vendor Booth (Bronze-Platinum; available to Affiliate members prior to conference, based on space availability)**

Pipe & drape (table, skirting, 2 chairs, and side and back drape) and electric at the annual conference. Platinum and Gold members will be given prime booth locations and space will be awarded on a first-come, first-served basis. All other booth locations will be assigned on a first-come, first-served basis.

**Continued in 2009: Only Affiliate members will have a booth.**

## **Conference Slide Show**

In 2009 a slide show will run continuously, featuring Silver, Gold & Platinum members.

## **Golf Outing Hole Sponsor (Silver, Gold & Platinum Members)**

Includes two golfers and signage placed on the course. Optional: Staffed table at the sponsored hole.

## **Company Listing in On-Site Conference Materials (Silver, Gold & Platinum Members)**

Members will be listed in conference materials distributed to participants at meetings during the year.

## **Company Recognition at Legislative Breakfast (Gold & Platinum Members)**

The meeting will include updates of Federal and State legislative issues which are relevant to medical practices. Two seats will be reserved and recognition will be provided through a listing in the registration

brochure, signage and announcement at the meeting. (This meeting was SRO in 2008.)

## **Discounted Annual Conference Registrations (Silver, Gold & Platinum Members)**

Discounted annual conference registrations will be available which can be used by the member or they can be given to the member's clients.

## **Company Listing on Conference Brochures (Gold & Platinum Members)**

Listing on conference brochures mailed to members and other interested parties including approximately 6,000 providers statewide. Conferences include: Annual Spring Meeting, Technology Summit, Third Party Payer Days, Legislative Breakfast.

## **E-mail Announcement to Members (Gold & Platinum Members)**

A one-time announcement of the Gold and Platinum Members will be made to all members via email.

## **Company Listing on Website (All Members)**

The website will have a "Sponsor" page which will list companies, *by category*. A link will be provided for visitors to go directly to your website.

## **Listing on Website (Silver, Gold & Platinum Members)**

Platinum Members will have a permanent banner on the website home page. Gold Members will have a rotating banner on the website home page. Silver Members will have a rotating banner on the Member page of the website. All levels will be listed in the Sponsor section of the website. A link to the member's website will be provided.

## **Newsletter (All Members)**

The newsletter will be printed in full color beginning in 2009. An advertisement will be published in the newsletter (see level benefits for specifics).



## Membership Packages

### Affiliate Member - \$250

- Affiliate membership for two representatives

### Bronze Member - \$900

- Affiliate membership for three representatives
- Company listing on website with link to vendor's site
- Company listing in on-site conference materials
- Quarter page ad in two issues of newsletter
- Electronic file of Active Members
- Booth at the spring conference

### Silver Member - \$1,500

#### ***Bronze Member benefits PLUS:***

- Affiliate membership for four representatives
- Inclusion in spring conference slide show
- Annual golf outing, includes hole signage and two golfers
- Half page article or advertisement in two issues of newsletter
- Two discounted spring conference registrations
- Rotating banner advertisement on Member page of website

### Gold Member - \$3,000 (LIMIT 8)

#### ***Silver Member benefits PLUS:***

- Affiliate membership for eight representatives
- Email announcement of membership to all members
- Prime booth location at the spring conference and technology summit

- Company logo on conference registration brochures
- Two seats & recognition at Legislative Breakfast
- Annual golf outing, includes hole signage and two golfers
- One page advertisement in two issues of the newsletter
- Special acknowledgment of membership will be made throughout the year
- Random rotating banner advertisement on website home page
- Opportunity to introduce a speaker at spring conference

### Platinum Member - \$5,000 (LIMIT 2)

#### ***Gold Member benefits PLUS:***

- Affiliate membership for ten representatives
- Annual golf outing, includes hole signage, four golfers and lunch sponsorship
- One page advertisement in four issues of the newsletter
- Three discounted spring conference registrations
- Permanent banner advertisement on website home page
- Opportunity to make a 5-minute presentation at spring conference
- Choice of:
  - Exclusive sponsorship of social event at spring conference
  - Sponsorship of Hospitality Suite at National MGMA conference

***Please turn over for Additional Sponsorship Opportunities***

# **Additional Sponsorship Opportunities**

*(Available for Affiliate and Non-Members)*

Newsletter Sponsor (single issue)		\$1,300
Newsletter Advertisement	Full Page	\$200
	Half Page	\$125
	Quarter Page	\$75
Conference Breakfast (2 available)		\$1,000.00 each
Conference Lunch (limit 1)		\$1,500.00
Conference Social Event		\$1,500.00 each
	<i>2 available if not selected by Platinum member</i>	
Conference Break (3 available)		\$750.00 each
Conference General Sponsor (unlimited)		\$500.00 each
CD with Conference Handouts (limit 1)		\$600.00



## Affiliate Membership Agreement

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

E-mail \_\_\_\_\_

*Upon receipt of contact name and payment, you will be sent an electronic file to complete and return with contact information for company representatives.*

### **Select Membership Level and Sponsorship Opportunities**

Affiliate - \$250       Bronze - \$900       Silver - \$1,500  
 Gold - \$3,000       Platinum - \$5,000 (select one below; will be advised if not available)  
 *National MGMA Reception*     *Spring Conference*

### **Newsletter**

Full issue - \$1,300  
 Full Page Ad - \$200  
 Half Page Ad - \$125  
 Quarter Page Ad - \$75

### **Spring Conference**

Breakfast - \$1,000       Lunch - \$1,500       Refreshment Break - \$750  
 Social Event - \$1,500 (pending availability)       General Sponsor - \$500  
 Conference CD - \$600

 **Total Due - \$** \_\_\_\_\_

### **Method of Payment**

Check, made payable to IMGMA

Credit Card (VISA or MasterCard ONLY)

Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_ CSV Code \_\_\_\_\_

Amount to be charged \$ \_\_\_\_\_

### **Return to:**

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