

Kentucky MGMA Business Partner Support Program 2010

Contains Information Regarding

- √ Exhibit Booth Space at Spring and Fall Conferences
- √ Sponsorship Designations
- √ Conference Sponsorship Opportunities
- √ Newsletter Advertising
- √ Website Sponsorship

Introduction

Dear KMGMA Business Partners:

Included in this packet are the Kentucky MGMA's Exhibiting and Sponsorship Opportunities for 2010. We have chosen to send out all of the information at one time so our Business Partners can better plan their calendars and budgets for the entire year.

If you choose to take advantage of this opportunity, you will still receive the Exhibitor Prospectus with the conference information, but your booth space will already be secure. **Your Exhibit Application will be marked, "PAID" and then you can complete the additional information such as attendees, etc. closer to the date.** Please note that exhibit space for the Fall Educational Meeting will be extremely limited. This is your opportunity to guarantee a booth at either or both of the 2010 shows.

Also included in this packet is information on Website Sponsorship, Newsletter Advertising, and our Membership Directory Advertising. We hope you will consider these other options available to highlight your company to our membership.

In addition, we have special "Sponsorship Designations" for those Business Partners who support KMGMA through several sponsorships or advertising opportunities. Any company sponsoring KMGMA events/programs (excluding the cost of booth fees) at the following levels will be granted designations and discounts accordingly:

- Bronze Sponsor: \$1,500 – receive 5% off booth fees (at all meetings) and 1 additional attendee *(guaranteed booth space at BOTH meetings)*
- Silver Sponsor: \$3,000 – receive 10% off booth fees (at all meetings) and 2 additional attendees *(guaranteed booth space at BOTH meetings)*
- Gold Sponsor: \$5,000 – receive 15% off booth fees (at all meetings) and 2 additional attendees *(guaranteed booth space at BOTH meetings)*
- Platinum Sponsor: \$7,500 – receive 20% off booth fees (at all meetings) and 4 additional attendees *(guaranteed booth space at BOTH meetings)*

As always, we recognize that it is only with the support of our Business Partners we are able to provide quality educational and networking opportunities to practice administrators throughout Kentucky.

Please let me know if you have any specific questions. We look forward to working with you in 2010!

Sincerely,
Melissa O. Wilson
Executive Director
Kentucky MGMA
615-579-6253
melissaowilson@comcast.net

Annual Spring Conference Exhibit Space

**Kentucky MGMA Annual Spring Conference
May 20-21 2010**

Griffin Gate Marriott – Lexington, Kentucky

We hope you will join us at our Annual Spring Conference that will be held at the Griffin Gate Marriott in Lexington, KY. Booth assignments will be made in the order of the receipt of your completed exhibitor application and payment. **Special consideration of booth placement will be given to sponsors of our events during the conference.**
Only Corporate Sponsors will be guaranteed booth space.

Booth price for the Annual Spring Conference is \$800 before March 31, 2010 and \$950 after March 31. The fee includes your 8' x 8' booth space furnished with pipe and drape, 6 ft table, power, two chairs, and wastebasket. Also included are meals and meeting attendance for two representatives. Additional representatives may be added for an additional charge. Your booth fee also includes a post conference attendee list in Excel format.

Kentucky MGMA Annual Spring Conference Sponsorship Opportunities

- **Program Binder:** Sponsorship is \$750
- **Conference Bag:** Sponsorship is \$1000
- **Thursday Afternoon Snack Break:** Sponsorship is \$600
- **Thursday Night Welcome Reception:** Sponsorship is \$1250
- **Friday Breakfast Buffet:** Sponsorship is \$1000 *(there will be a brief business meeting during this breakfast)*
- **Friday Morning Refreshment Break:** Sponsorship is \$400
- **Friday Luncheon:** Sponsorship is \$1500

Please fill out page 6 and return with payment to secure sponsorship. Sponsorships are granted on a first come, first served basis.

Fall Educational Meeting Exhibit Space

**Kentucky MGMA Fall Educational Meeting
September 23-24, 2010
Bowling Green, Kentucky**

We hope you will join us at our 1 ½ day Fall Educational Meeting that will be held in Bowling Green, KY. Our Local Chapter Affiliates will be our special guests at this meeting. There will be a limited number of available exhibit space. Booth assignments will be made with first consideration to our Corporate Sponsors.

Booth price for the Fall Executive Seminar is \$800 before July 31 and \$950 after July 31. The fee includes an 8' x 8' booth with pipe and drape, 6 ft table, power, and two chairs. Also included are meals, reception and meeting attendance for two representatives. Your booth fee also includes a post conference attendee list in Excel format.

Kentucky MGMA Fall Educational Meeting Sponsorship Opportunities

- **Program Binder:** Sponsorship is \$750
- **Conference Bag:** Sponsorship is \$1000
- **Thursday Afternoon Snack Break:** Sponsorship is \$600
- **Thursday Night Welcome Reception:** Sponsorship is \$1250
- **Friday Breakfast Buffet:** Sponsorship is \$1000 **Friday Morning Refreshment Break:** Sponsorship is \$400
- **Friday Luncheon:** Sponsorship is \$1500 *(there will be a brief business meeting and presentation of the 2010 Annual Salary Survey Report during this luncheon)*

Please fill out page 6 and return with payment to secure sponsorship. Sponsorships are granted on a first come, first served basis.

Website Sponsorship

The Kentucky MGMA website – www.kmgma.com – is our face on the web. The site has just undergone a major redesign to bring our members the most up-to-date information, an online membership directory, conference information, sponsor listings, and a discussion list serve. The website received between 30 - 40 hits per day during 2009 (with more around each of the educational conferences).

Your website sponsorship will include a listing and link on the sponsorship area of our website. In addition, your company logo will appear on the home page of our website. This logo also includes a link that will take visitors directly to your companies website.

PRICE OF SPONSORSHIP:	Annual Contract	\$600
	Per Month	\$75

“In Focus” Newsletter Ad Space

The KMGMA Newsletter is a printed publication mailed to our entire membership roster, currently over 450 individuals on or around the below dates of publication. “In Focus” is also archived on our website for our membership and other interested parties to access.

PRICE PER ISSUE*:	Full Page Ad	\$500
	Half Page Ad	\$250
	Quarter Page Ad	\$150

** Full year commitments receive a 25% discount on above ad prices (i.e., one-year of full page ad would be \$1500 – a savings of \$500.)*

DATES OF PUBLICATION:	March 11, 2010	September 7, 2010
	June 11, 2010	December 10, 2010

DEADLINE FOR AD PLACEMENT:	10 days before scheduled date of publication	
ACCEPTABLE AD FORMATS:	pdf, .jpg, .tif	
AD SIZES:	Full Page Ad	8" w x 10.5"h
	Half Page Ad	8"w x 4.75"h
	Quarter Page Ad	4"w x 4.75"h

All ads should be emailed on or before the deadline date to: melissaowilson@comcast.net

Business Partner Sponsorships

2010 Sponsorship Commitment Form

(Please note that sponsorships totaling \$1,500 or more will be awarded sponsorship designations and receive discounts – see page 2)

Annual Spring Conference:

_____ Exhibit Booth \$800
_____ Sponsorship: _____ \$ _____

Fall Executive Seminar:

_____ Exhibit Booth \$800
_____ Sponsorship: _____ \$ _____

Newsletter:

Full page Ad @ \$500 per issue x # issues = _____ \$
Half page Ad @ \$250 per issue x # issues = _____ \$
Quarter page Ad @ \$150 per issues x # issues = \$ _____

Website Sponsorship:

_____ One Year Commitment \$500

Company Name: _____

Contact Name: _____

Phone: _____ Email: _____

Name on Card: _____

Credit Card Number: _____

Exp. Date: _____ CVV (security code): _____

Billing address (include zip code): _____

Please email, fax or mail this form to:

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