



2019 MGMAC Conference **Power Up in Penticton!**

Penticton, British Columbia
Monday June 10 to Thursday June 13, 2019



**Medical Group
Management Association
of Canada**

2019 CONFERENCE EXHIBITOR & SPONSORSHIP INFORMATION

As a supplier of products or services to medical clinics, don't miss this opportunity to showcase your business and get to know the people responsible for clinic operations and decision-making. Join us!

Who attends the conference?

The conference will attract 50 to 60 medical clinic managers from different provinces.

Attendees are all in senior leadership roles in organized medical groups of three or more physicians. MGMAC members are responsible for purchasing equipment, supplies, and services for their clinics and represent close to 2,000 physicians.

The MGMAC conference is a proven networking and lead generation event: According to 2018 conference attendee survey results, 63% said they were definitely going to receive a proposal from at least one exhibitor or sponsor as a result of learning about them at the conference. Another 30% indicated interest in doing so for a total of **93% of attendees connecting with exhibitors after the conference!**

Power Up in Penticton!

This year's conference theme is *Power Up in Penticton*, with education topics focused on key industry trends:

- Workplace success strategies for clinic managers
- Tactics for supporting new physicians
- Employment contracts, harassment, and terminations
- Emerging healthcare technologies
- Peer-to-peer networking and problem solving
- Paid exhibitor presentations

Conference exhibits

We designate exhibit space for vendors to showcase their company's products and services and have dedicated time in the schedule for members to network with you. The conference and trade show allow for one-on-one discussions during scheduled exhibit times, as well as at meals and networking activities.

To encourage every attendee to visit every exhibitor, attendees will have a chance to win a prize if they complete a game card showing they have visited each of our exhibitors.

You will have floor space surrounding a six-foot draped table, chair(s), access to electricity, and wireless internet. We expect booths to be approximately 8' by 8'. For an extra charge, you may double your floor space.

Sponsor only option

If you want to support MGMAC members but cannot attend in person, we can discuss other options. We have a sponsor only rate of \$350.

Additional exposure: Exhibitor Plus sponsorship

To increase your visibility, sponsor a dinner or coffee break, or get in front of delegates for a 10-minute presentation. **If you invest a minimum of \$500 in extra sponsorship opportunities, you will be eligible for Exhibitor Plus level sponsorship and additional benefits.** See the charts on page 3 and 4 for details.

We appreciate and thank all our exhibitors but will give "Exhibitor Plus" suppliers special recognition.

“Exhibitor Only” vs. “Exhibitor Plus” – Compare the fees and benefits

	“Exhibitor Only” BASIC exhibitor package Early bird* (Register and pay before end of day April 5, 2019) \$1,375*	“Exhibitor Plus” Sponsor For those vendors whose total investment reaches \$1,875* or more (i.e., you choose at least \$500 in sponsorship options, shown on the next page)
Exhibit space		
Exhibit space (floor space approximately 8' x 8' around a six-foot table draped in linen; chair(s); free electrical; free WiFi)	✓ Location assigned to you	✓ Priority placement
Company representatives		
With exhibit space, one registration fee is included for all meals and evening events from President’s Reception on Monday, June 10 to breakfast on Thursday, June 13 (Exhibits on display Tues 11th and Wed 12th)	✓ Includes one representative Extra representatives, add \$650 per person during online registration	Same as Exhibitor Only Fees paid for extra representatives do not count toward Exhibitor Plus total investment
Recognition opportunities		
Company logo on mgmac.org, in onsite slide show, and on onsite signage	✓	✓ Special recognition
Special mention on stage at conference	✓	✓ Special recognition
Company name/logo/description/contact info in exhibitor list provided to attendees	✓	✓ Special recognition
Participation in delegate challenge game (delegates get points for visiting your booth; they fill a game card to be entered to win a prize)	✓	✓
Promotional opportunities		
Conference delegate list , including name, title, clinic name, and city/town	✓	✓
Opportunity to send one email to ALL MGMAC members before the conference (company introduction/promo); prepared by you, sent by MGMAC		✓
Include an item in the delegate giveaway bag	✓	✓
Participation in prize draw Collect business cards at your booth and participate in prize draw Wednesday afternoon (you provide prize)	✓	✓

FOR THE FULL 2019 CONFERENCE PROGRAM: www.mgmac.org

How to reach the “Exhibitor Plus” sponsorship level** (choose at least \$500 in sponsorship options)

Tell us your ideas for sponsorship opportunities not listed here.

Event sponsors will have their logo listed with their sponsored event in the final agenda and we will provide onsite thank-you signage on tables. You can put up your banner, place promotional material on tables, etc.

<p>Monday evening President’s Reception Monday, June 10, 2019 (1 available, first-come, first-served) Our traditional MGMAC kickoff networking event with hors d’oeuvres and cocktails. Company representative may address the group for up to five minutes.</p>	\$850
<p>Conference Kickoff Breakfast and Keynote Presentation Tuesday, June 11, 2019 (1 available, first-come, first-served) Our first breakfast, followed by “The Success-Energy Equation: What it really takes to win at work and still have a life” with Michelle Cederberg Company representative may address the group for up to five minutes (or show promotional video) and introduce our presenter.</p>	\$850
<p>Amazing Race, wine tasting, and dinner at a mountain lodge Tuesday, June 11, 2019 (1 available, first-come, first-served) A fun night out! Teams of delegates and exhibitors explore the downtown and waterfront, find “detours,” and compete at unique Pit Stops! (Amazing Race, low-stress MGMAC style.) Followed by winery visit with tasting and dinner at a mountain lodge. Company representative may address the group for up to five minutes. (We can discuss additional unique recognition opportunities with the activity provider.)</p>	\$2,000
<p>On-site dinner and evening entertainment Wednesday, June 12, 2019 (1 available, first-come, first-served) Dinner on site at the hotel, followed by entertainment Company representative may address the group for up to five minutes. (Entertainment still to be decided. There may be other unique recognition opportunities on this evening.)</p>	\$1,500
<p>Coffee / Networking Break (2 available, Tues a.m. and Wed p.m., first-come, first served) Show your support at a refreshment break; recognition includes announcement and onsite signage.</p>	\$275 each
<p>Infomercials (4 available, first-come, first-served) We built time into our program for sponsored presentation opportunities of up to 10 minutes to speak to attendees about products or services. Share what’s new and show your expertise. If using slides, we must receive your presentation via memory stick at breakfast that morning.</p>	\$500 each
<p>Double the width of your floor space in the exhibitor showcase (2 available, first-come, first-served) Priority placement; you may be able to select your location.</p>	\$550 each

* **Regular rates:** Early bird in effect until April 5, 2019. Exhibitors who reserve their booth space on or after April 6, 2019 will pay \$1,500 for “Exhibitor Only” and the “Exhibitor Plus” minimum investment will become \$2,000.

** You can select the add-ons when you register online.

Note: Exhibitor fees do not include accommodation. See next page.

Accommodations

Rooms are being held at the [Penticton Lakeside Resort](#) and must be reserved by **April 24, 2019**. After this date, rooms will be released from our block.

Special group rates: King and single or double Queen Beachview and Lakeview: **\$180** (plus 5% GST, 8% PST, 2% City Hospitality Tax = 15% total).

Exhibitors may call the toll-free reservation line at **1-800-663-9400** and identify themselves as being with the Medical Group Management Association of Canada (MGMAC) in order to receive the special guestroom rate. **(Do not book online.)**

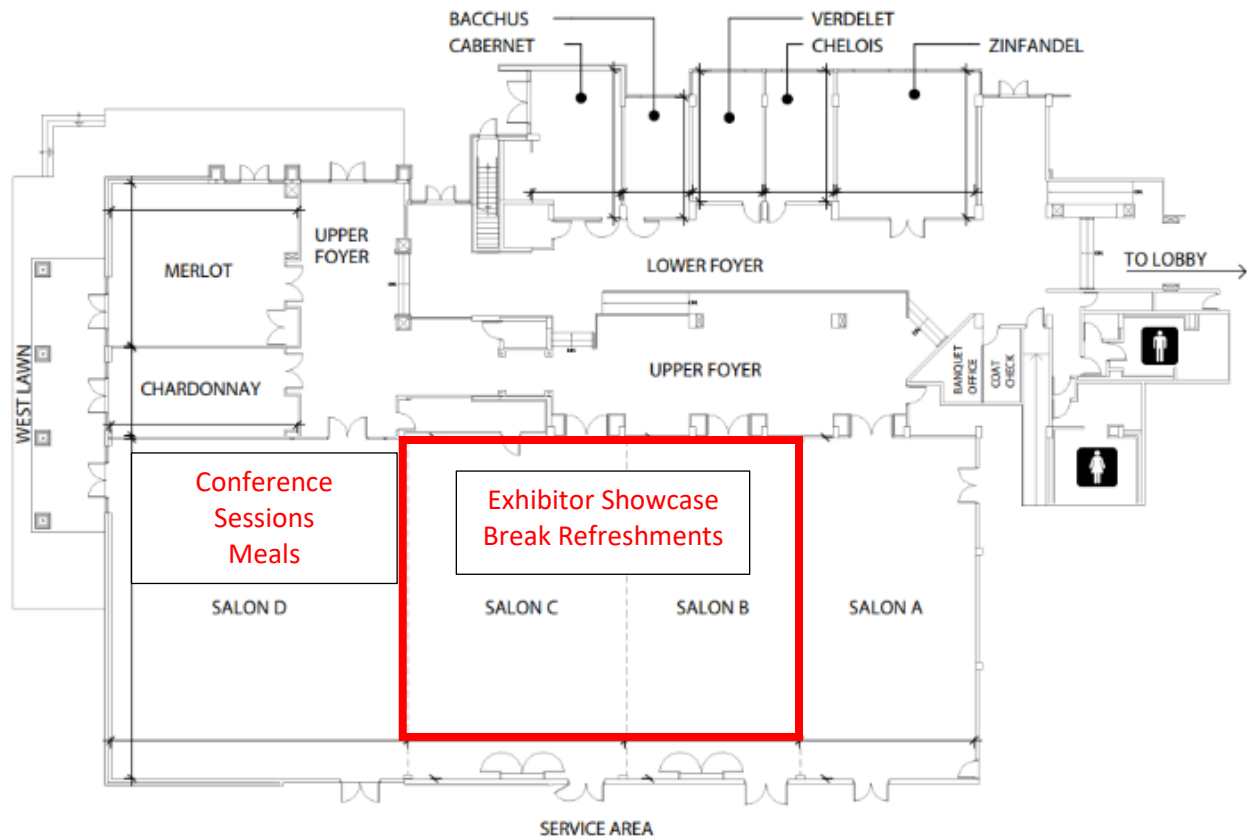
Parking

Parking is \$10 per vehicle per day for in-house guests.

Air travel: Discount code for WestJet

Use WestJet coupon code: **2C1F4KG** for a discount of 5% off Econo and 10% off EconoFlex and Premium fares for travel within Canada to/from Penticton or Kelowna.

Floor plans



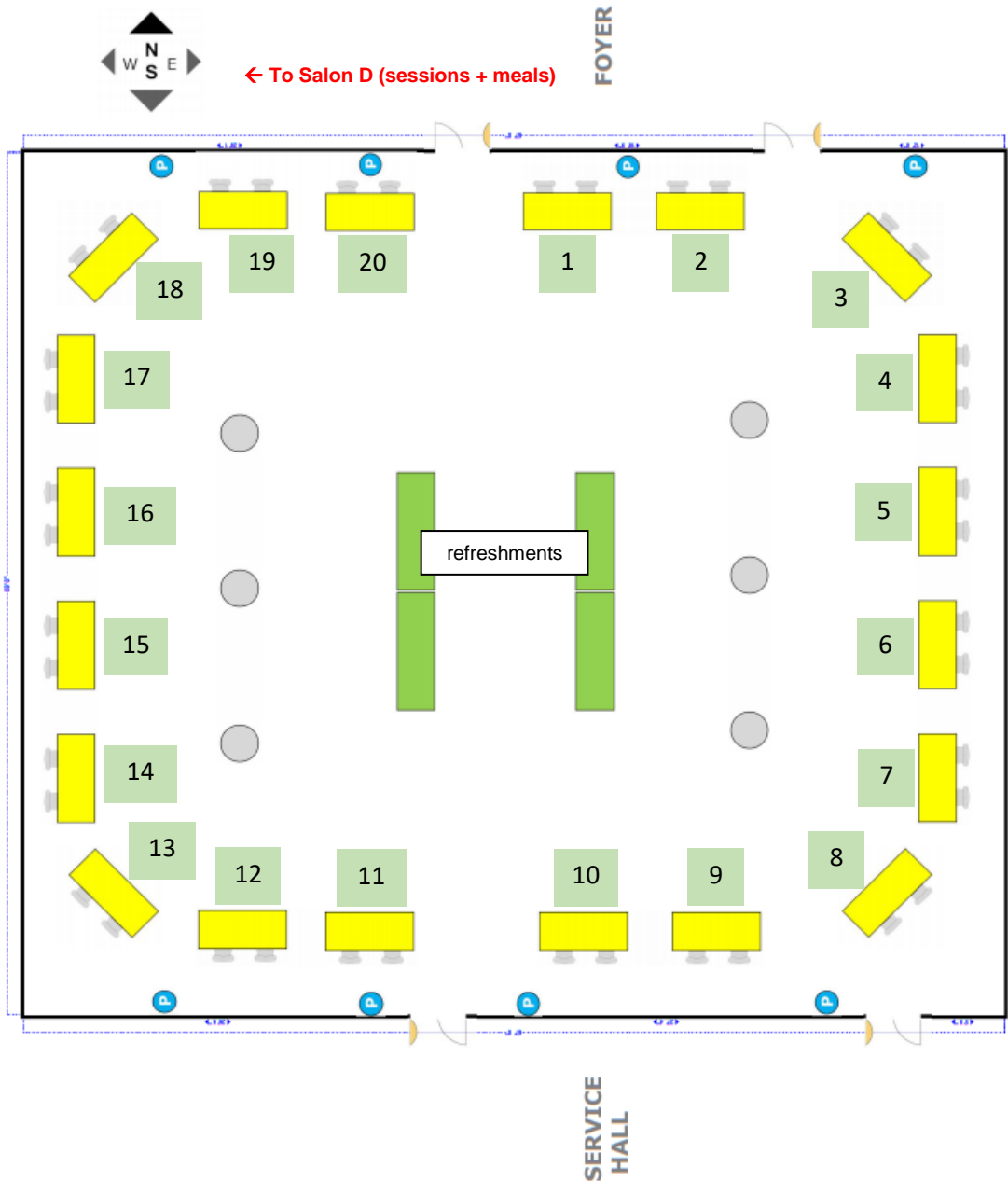


Exhibit space specifications

- Exhibits will be in Salon B/C.
- Space may be doubled subject to availability and additional payment.
- During registration, you may state preferred location (see 20 numbered tables).
- Organizers will decide on final placement based on order of registration, special requests, size of space, etc.
- Please advise if you do not wish to have a table and/or chair.

Exhibitor setup

Exhibits will be in Salon B/C. Closer to the conference, we will tell you if we have a setup time on Monday. Setup time on Tuesday, June 11 will begin at 7 a.m. (to be ready for the first Exhibitor Showcase break at 10 a.m.)

Exhibitor takedown

Exhibits may be packed up after the afternoon break on Wednesday, June 12. Take down between 3:30 and 4:30 p.m. then join us for the prize draw if you brought one. **NOTE:** Please stay! Your registration fee includes dinner and entertainment Wednesday evening and Thursday morning breakfast.

Prize draw: optional but recommended

If you offer a prize for our draw, they will be drawn at 4:30 p.m. on Wednesday June 12. We encourage you to provide a prize to encourage delegates to visit your booth and add excitement to the conference. Exhibitors will collect business cards from delegates as they visit their booths. During the prize draw, exhibitors may draw from their own collection of cards to award their prize. Delegates must be present to win.

In addition, a game card will be provided to each delegate to encourage him or her to visit each exhibitor. We'll have a prize draw for those who complete the game card.

Internet access

Everyone will have access to free WiFi. If you require wired internet access at your booth, tell us when you register online.

Shipping items

Materials should arrive no more than two working days prior to the conference. After the conference, any items going out by courier must have proper waybills on them. Materials should be shipped out on the day the trade show ends or the next working day. **A shipment liability release form (find this on the event registration page on the MGMAC website) must be completed** by anyone who will be shipping items. Send the form to aaron@rpbhotels.com cc samantha@rpbhotels.com when you arrange shipment of the item(s).

If any materials are arriving from outside Canada, please ensure customs is paid and organized prior to the shipment's arrival at the hotel.

Materials can be sent to:

Penticton Lakeside Resort
c/o MGMAC Conference
Attn: Banquet Department
21 Lakeshore Drive West
Penticton, BC V2A 7M5

It is very important that the conference name is noted clearly on all packages.

For questions regarding shipping, please contact Penticton Lakeside Resort: Samantha Tadey samantha@rpbhotels.com

Conference sessions

Generally, conference sessions are not attended by exhibitors, but if you are interested in attending a session(s), please inquire. Some topics have wide appeal and may be of interest.

Logo requirements

Once your registration is processed, we will contact you to get the items we need. It is your responsibility to supply MGMAC with everything necessary for us to highlight your participation as an exhibitor.

To give you recognition, we will require **high-resolution versions** of your company's logo to display on the MGMAC website as well as in print materials. Please send quality **web (.jpg) AND print (.ai or .eps)** versions via email to karen@mgmac.org.

Including an item in delegate giveaway bag

If you wish to include an item in our delegate giveaway bag, please indicate your interest during online registration. We will contact you with quantities and delivery instructions. All exhibitors are eligible for this opportunity.

The fine print

The term “Exhibitor” means the company and its representatives.

1. Payment is not required upon registration but **payment secures your spot** and selected options. We consider date of registration and payment when deciding on booth locations.
2. **MGMAC may reject, remove, or prohibit any exhibit/display** in whole or in part, or any Exhibitor or its representatives if, in the opinion of MGMAC representatives, the exhibit or the activities of the representatives is inappropriate or detrimental to the conference or event associated with the conference. In the case of such a removal, the Exhibitor will forfeit fees paid to MGMAC and the Exhibitor will be liable for any damages due to its actions.
3. Use of a booth space by **two or more companies is not permitted**. Subletting of space is not permitted.
4. **Any Exhibitor who is a “no-show,”** meaning that the booth is not set up and staffed by 10 a.m. on Tuesday June 11, 2019 (without prior permission) **will forfeit the booth space**. Non-attendance does not constitute cancellation on the Exhibitor’s part, and no refunds or credits will be issued. MGMAC may replace a no-show’s booth space at its discretion.
5. MGMAC will **not be liable for any errors or omissions** in conference promotional materials.
6. Conference updates and requests for materials will be sent to the contact person noted during online registration. **The company contact is responsible for distributing information to the company representatives** and ensuring deadlines are met.
7. **CANCELLATION POLICY** (based on our financial commitments to the facility):
If notice of cancellation of Exhibitor commitment is received in writing (email) by end of day May 1, 2019, registrant will be refunded in full, less a \$150 admin fee. **Cancellations on or after May 2, 2019 or no-shows must pay the full Exhibitor fee as registered.**
8. MGMAC reserves the **right to resell the booth** space that has been cancelled.
9. Exhibitors may refer to attendance and support of MGMAC’s conference in their promotional material, but **not characterize the relationship as an endorsement of the company** or its representatives, products, services, or policies.

Register today! Here’s how:

We offer online registration and an online payment option at www.mgmac.org. Register by April 5, 2019 to take advantage of early bird savings!



UPCOMING EVENTS

[\[For delegates\] MGMAC Conference 2019: Power Up in Penticton!](#)
10 Jun 2019 7:00 PM
Penticton Lakeside Resort, 21 Lakeshore
Dr W, Penticton, BC V2A 7M5

[\[For exhibitors/sponsors\] MGMAC Conference 2019: Power Up in Penticton!](#)
10 Jun 2019 7:00 PM
Penticton Lakeside Resort, 21 Lakeshore
Dr W, Penticton, BC V2A 7M5

YOUR PROFESSIONAL NETWORK

MGMAC brings together managers from group medical practices across Canada.

NOT A MEMBER YET?

JOIN US NOW

Start here on our website
www.mgmac.org

Questions?

Contact MGMAC’s association management team:
Karen Majerly
karen@mgmac.org or
Maureen Shuell
maureen@mgmac.org

Thank you for your support!