



2018 LEADERSHIP SUMMIT Rising to the Challenge

Canmore, Alberta
Monday June 11 to Thursday June 14, 2018

A conjoint conference with the Alberta Association of Clinic Managers
MGMAC.org AACM.ca



**Medical Group
Management Association
of Canada**



2018 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. This year, MGMAC and AACM are coming together for one annual event. (AACM will not hold its own conference in September 2018.)

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 2017 attendee survey results, 70% 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 19% indicated interest in doing so.

New in 2018: Alberta Day

Monday, June 11 will be "Alberta Day," a day of programming designed by AACM for its members (though all MGMAC members are welcome to attend). **Alberta Day sponsorship opportunities are ideal for suppliers wishing to gain more visibility in the Alberta market.** The MGMAC conference kicks off with the President's reception on Monday evening.

2018 Leadership Summit: Rising to the Challenge

This year's conference theme is *Rising to the Challenge*, with education topics focused on key industry trends:

- Leading Five Generations in the Workplace
- Leadership in a Changing Healthcare Environment
- Best Practices for Laboratory Results Follow Up
- Emerging Healthcare Technologies
- Peer-to-Peer Problem Solving
- Vendor 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 vendors.

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.

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 \$450 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" vendors 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 20, 2018) \$1,350*	“Exhibitor Plus” Sponsor For those vendors whose total investment reaches \$1,800* or more (i.e., you choose at least \$450 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); electrical; wireless internet) Bring own extension cord and power bar	✓ 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 11 to breakfast on Thursday, June 14 (Exhibits on display Tues 12th and Wed 13th)	✓ Includes one representative Extra representatives, add \$650 per person during online registration; add meals and refreshments for Alberta Day for \$90 per person	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	✓	✓

FOR THE FULL 2018 CONFERENCE PROGRAM: www.mgmac.org

How to reach the “Exhibitor Plus” sponsorship level**	
Event sponsors will have their business name listed with sponsored event in final agenda, and displayed at event itself.	
MGMAC President’s Reception Monday, June 11, 2018, 7 to 10 p.m. (1 available, first-come, first-served) Our traditional MGMAC kick-off networking event with hors d’oeuvres and cocktails. Company representative may address the group for up to five minutes.	\$1,000
Chef of Steel Chili Cook Off and dinner at Cornerstone Theatre Tuesday, June 12, 2018 (1 available, first-come, first-served) A fun night out including reception, teambuilding activity with friendly competition, and dinner. Company representative may address the group for up to five minutes.	\$2,000
On-site dinner and evening entertainment Wednesday, June 13, 2018 (1 available, first-come, first-served) Dinner on site at the hotel, followed by entertainment (trivia game, music) Company representative may address the group for up to five minutes.	\$1,500
2018 Kick-off Breakfast on AACM’s Alberta Day Monday, June 11, 2018 (1 available, first-come, first-served) Our first meal together on Alberta Day. Ideal for a company wishing to gain visibility in Alberta. Company representative may say hello and welcome to the group.	\$450
Coffee / Networking Break (6 available, first-come, first served) Show your support at a refreshment break through announcement and onsite signage.	\$250 each
Infomercials (6 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. Infomercial on Monday, June 11, Alberta Day Infomercial during MGMAC conference Tuesday June 12 or Wednesday June 13	\$450 each \$500 each
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.	\$550 each

* **Regular rates:** Early bird in effect until April 20, 2018. Exhibitors who reserve their booth space on or after April 21, 2018 will pay \$1,475 for “Exhibitor Only” and the “Exhibitor Plus” minimum investment will become \$1,925.

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

Note: Exhibitor fees do not include accommodation.

Accommodations

Rooms are being held at the [Coast Hotel and Conference Centre](#) in Canmore, Alberta, and must be reserved by **May 1, 2018**. After this date, rooms will be released from our block.

Special group rates: Single or double occupancy, two queens or one king, comfort and superior rooms: **\$175** (plus 5% GST, 3% destination marketing fee, 4% tourism levy)

Book online: Use this custom link that enters our group code automatically: <http://coa.st/ktxm> or call 1.800.716.6199 and refer to group name “Medical Group Management Association – MGMAC” or group code **CCM-GFC3138**.

Parking

Parking is free at the Coast Hotel. If you need shuttle service between Calgary airport and the hotel, The Banff Airporter stops at the hotel. <https://banffairporter.com/>

NEW: Discount code for Air Canada

NEW THIS YEAR: **A 5% or 10% discount on Air Canada flights to and from Calgary!** Use promo code **9URPRWK1** when booking a flight on our official conference airline.

Floor plan

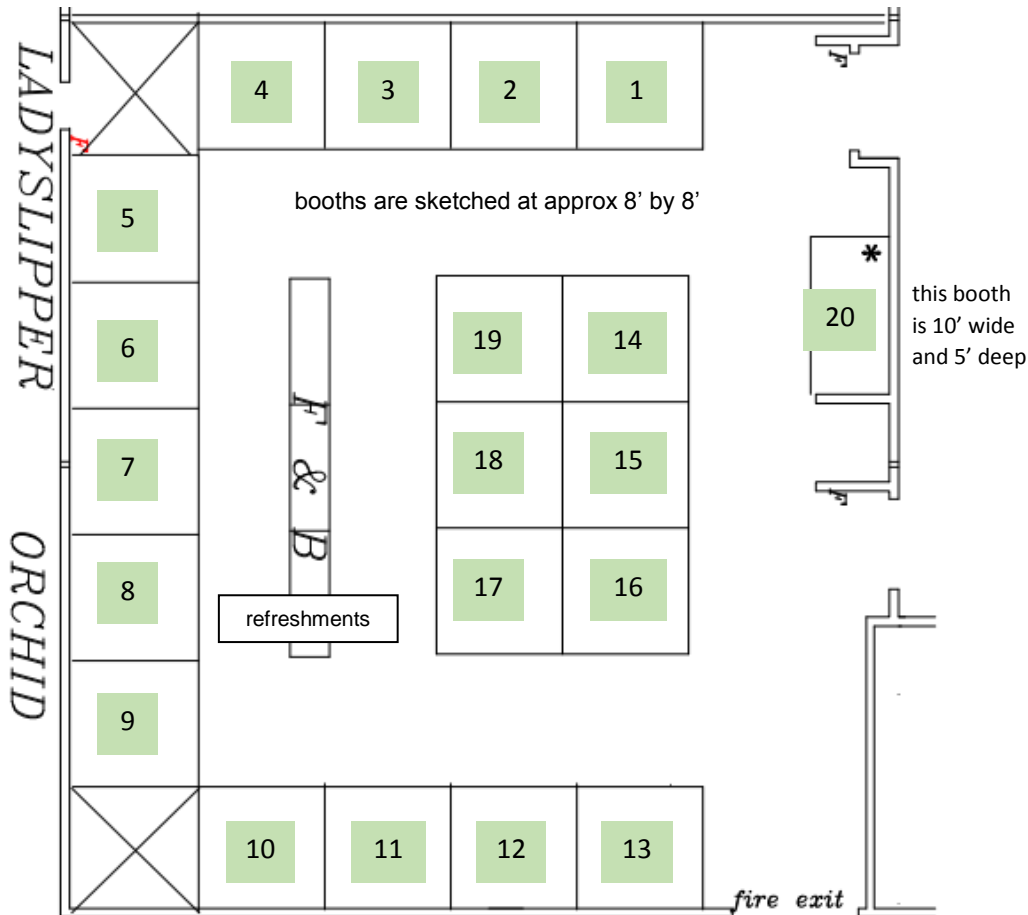


Exhibit space specifications

- Exhibits will be in the combined Ladieslipper and Orchid rooms at the Coast Hotel.
- 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 the Ladieslipper/Orchid room. You may set up on Monday, June 11 (between 3 and 4:30 p.m.) or on Tuesday, June 12 beginning at 8:30 a.m. (to be ready for the first Exhibitor Showcase break at 10:10 a.m.)

Exhibitor takedown

Exhibits may be packed up after the vendor appreciation afternoon break on Wednesday, June 13 at 3:30 p.m. Your registration fee includes dinner and entertainment that evening.

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 13. 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 in our group 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 will have to have the proper waybills on them. Materials should be shipped out on the day the trade show ends or the next working day. Arrangements need to be made with the conference service manager (Kristy Sing) for any pallets/large shipments (more than four standard sized boxes) or shipments that will arrive early or be picked up late – storage/handling fees may apply.

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:

Name of person collecting materials at the hotel
c/o Kristy Sing for MGMAC conference
Coast Canmore Hotel & Conference Centre
511 Bow Valley Trail, Canmore AB T1W 1N7

For questions regarding shipping, contact Kristy Sing, Conference Services Manager, Coast Canmore Hotel & Conference Centre 403.609.5431 k.sing@coasthotels.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. Exhibit booths will be assigned first-come, first-served based on date payment is received.
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 12, 2018 (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, 2018, registrant will be refunded in full, less a \$150 admin fee. **Cancellations on or after May 2, 2018 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 20, 2018 to take advantage of early bird savings!



UPCOMING EVENTS

[\[For delegates\] MGMAC/AACM Conference: 2018 Leadership Summit](#)
11 Jun 2018 7:15 AM
Coast Hotel, 511 Bow Valley Trail,
Canmore, AB T1W 1N7

[\[For exhibitors/sponsors\] MGMAC/AACM Conference: 2018 Leadership Summit](#)
11 Jun 2018 7:15 AM
Coast Hotel, 511 Bow Valley Trail,
Canmore, AB T1W 1N7

YOUR PROFESSIONAL NETWORK

MGMAC brings together managers from group medical practices across Canada. Join us in stunning Canmore, Alberta for the annual conference, from June 11 to 14, 2018, a conjoint event with the Alberta Association of Clinic Managers.

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!