

## MGMAC National Conference

*For medical clinic managers and directors  
and the suppliers who support them*

# Regina 2023: Next Level Leadership

Delta Hotels by Marriott, Regina, Saskatchewan

Monday June 12 to Wednesday June 14, 2023

### Highlights:

- MGMAC members are all in leadership roles in group medical practices.
- Exhibitor setup is Monday afternoon, June 12. Takedown is late afternoon on Wednesday, June 14.
- Your exhibitor package includes meals and activities for one company representative. You may add extra representatives.
- Stand out and extend your reach with affordable sponsorship opportunities.
- See Appendix 1 (RFP) if you are interested in presenting a 30-minute educational session.
- Early bird savings expire end of day, Friday, April 21, 2023.



**Medical Group  
Management Association  
of Canada**

# 2023 EXHIBITOR INFO PACKAGE & SPONSORSHIP PROSPECTUS

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 about 50 medical clinic managers from different provinces. Most delegates will be from western Canada.

Attendees are all in senior leadership roles (clinic manager, executive director, CEO, etc.) in organized physician groups. MGMAC members are responsible for purchasing equipment, supplies, and services for their clinics and represent thousands of physicians.

**The MGMAC conference is a proven networking and lead generation event:** According to conference attendee survey results, 60% 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 25% indicated interest in doing so for a total of **85% of attendees connecting with exhibitors after the conference!**

*"I am now looking into a few different suppliers.  
Also, I was able to network with my EMR vendor, which I haven't done in some time."*

*"The exhibitors add so much to the conference. They are amazing!"*

## Presentation opportunities

This year's conference theme is *Next Level Leadership*. We involve exhibitors in our learning program in two ways:

- Paid exhibitor presentations via 10-minute infomercials (see page 4)
- **NEW** for 2023: exhibitors can apply to lead a 30-minute educational session (see RFP on page 9)

## Conference exhibits

We designate exhibit space for suppliers 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 fun networking activities. Your involvement is important to us!

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), and wireless internet. We sketch out a layout with spaces that are 8 feet wide, and will try for a 10-foot wide space wherever possible. For an extra charge, you may double your floor space. Electrical right at your booth is \$25 + 5% GST.

## Exhibitor package inclusions, sponsorship add-ons, and fees

<p>Note: Exhibitor fees do not include overnight accommodation. See page 5.</p>	<p style="text-align: center;"><b>Exhibitor package</b>  <b>Early bird</b>          (Register before end of day April 21, 2023)  <b>\$1,395 + 5% GST</b>          Those who register on or after April 22, 2023 will pay the regular rate of \$1,545 + 5% GST.</p>
<p><b>Your exhibit space</b>          Most spaces will be 8 feet x 8 feet. Some 10-foot-wide spaces may be available for those who indicate that they have large backdrops. Your space will include a six-foot table draped in linen; chair(s); and wireless internet.          (Room layout will be available closer to conference date)</p>	<p style="text-align: center;">✓          Location assigned to you           Requests will be considered – please ask during online registration</p>
<p><b>Electrical</b>          Electrical outlet at your booth</p>	<p style="text-align: center;">\$25 + 5% GST          Select during registration</p>
<p><b>Larger exhibit</b>          Double the width of your floor space in the exhibitor showcase; priority placement</p>	<p style="text-align: center;">3 available          \$550 + 5% GST          Select during registration</p>
<p><b>Your representatives</b>          Exhibitor <b>package fee includes one</b> representative's meals and activities throughout</p>	<p style="text-align: center;">✓ <b>Includes one representative</b>          For extra representatives, add \$575 + 5% GST per person          Select during registration</p>
<p><b>Logo placement</b>          Logo (+ link) on supporter page on mgmac.org; recognition on site in slide show and signage          Sponsors will be prominently featured</p>	<p style="text-align: center;">✓ included</p>
<p><b>Company name/contact info</b> on exhibitor list provided to attendees          Your support will be mentioned to <b>ALL</b> MGMAC members via email</p>	<p style="text-align: center;">✓ included</p>
<p><b>Participation in delegate challenge game</b>          (delegates get rewarded for visiting your booth; they fill a game card to be entered to win a prize)</p>	<p style="text-align: center;">✓ included</p>
<p><b>Conference delegate list</b>, including name, job title, clinic name, and city/town <i>(of those who consent to be listed; otherwise clinic name only)</i></p>	<p style="text-align: center;">✓ included</p>
<p><b>Participation in prize draw</b>          Collect business cards at your booth and participate in prize draw Wednesday afternoon (you provide prize)</p>	<p style="text-align: center;">✓ included</p>

*Tell us your ideas for sponsorship opportunities not listed here. We can provide a custom sponsorship based on your needs and budget.*

<p><b>Opportunity to send one email blast to ALL MGMAC members</b> before or after the conference (company introduction/promo); prepared by you, sent by MGMAC</p>	<p>\$300 + 5% GST</p>
<p><b>Sponsor Monday June 12 President’s Reception and Dinner</b> <i>(1 available, first-come, first-served)</i></p> <p>Our traditional MGMAC kickoff networking event</p> <ul style="list-style-type: none"> <li>• Company representative may address the group for a few minutes</li> <li>• Branded drink tickets</li> <li>• Your support (logo) noted in agenda</li> <li>• On-site thank you signage</li> <li>• Put up your banner, place promotional material on tables, order special food and beverage, etc. (tell us your creative ideas)</li> </ul>	<p>\$850 + 5% GST</p>
<p><b>Sponsor Tuesday morning Breakfast and Keynote Presentation [includes 10-minute infomercial]</b> <i>(1 available, first-come, first-served)</i></p> <p>Support our keynote presentation by Brian Lee: Uplift the Patient Experience – You First!</p> <ul style="list-style-type: none"> <li>• Includes 10-minute infomercial</li> <li>• Introduce our presenter, Brian Lee</li> <li>• Your support (logo) noted in final agenda</li> <li>• On-site thank you signage</li> <li>• Put up your banner, place promotional material on tables, order special food and beverage, etc. (tell us your creative ideas)</li> </ul>	<p>\$850 + 5% GST</p>
<p><b>Sponsor a Team in our “Let’s Roam” app-based scavenger hunt</b> Tuesday, June 13, late afternoon/early evening <i>(several available, based on final attendance and team size)</i></p> <p>MGMAC networking and social activities are always fun, especially when we unleash our competitive spirit!</p> <ul style="list-style-type: none"> <li>• Choose a creative name for your branded team</li> <li>• Deck them out in your branded gear or company colours</li> <li>• Get fun photos</li> <li>• Tell us your creative ideas</li> </ul>	<p>\$300 + 5% GST</p>
<p><b>Infomercials</b> <i>(3 available, first-come, first-served) also see keynote sponsorship above</i></p> <p>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>	<p>\$600 + 5% GST</p>

<p><b>Reusable bag used for delegate welcome gifts</b></p> <p><i>(1 available, first-come, first-served)</i></p> <p>Keepsake bag branded with your logo (and the MGMAC logo if possible) plus the chance to put your promotional item(s) in the bag. (Bag also includes snacks/gifts for delegates, no promotional items from other exhibitors.)</p> <p>Approximately 50-60 required.</p>	<p>\$500 + 5% GST</p>
<p><b>Provide your branded lanyards or neck wallets for members to wear</b></p> <p><i>(1 available, first-come, first-served)</i></p> <p>Approximately 50-60 required.</p>	<p>\$300 + 5% GST + provide lanyards</p>

**Accommodations**

Rooms are being held at the Delta Hotels by Marriott Regina and **must be reserved by Thursday, May 11, 2023**. After this date, rooms will be released from our block, and our group rate isn't guaranteed.

 [Custom booking link for MGMAC exhibitors](#)

Special group rate: **\$189** (+ GST, PST, and destination marketing fee). You may choose a Deluxe Queen or Deluxe Two Doubles.

Group rates are available from Sunday, June 11 to Thursday, June 15, 2023.

Our program ends late Wednesday afternoon. Delegates and exhibitors may wish to gather informally on Wednesday evening and head out Thursday morning.

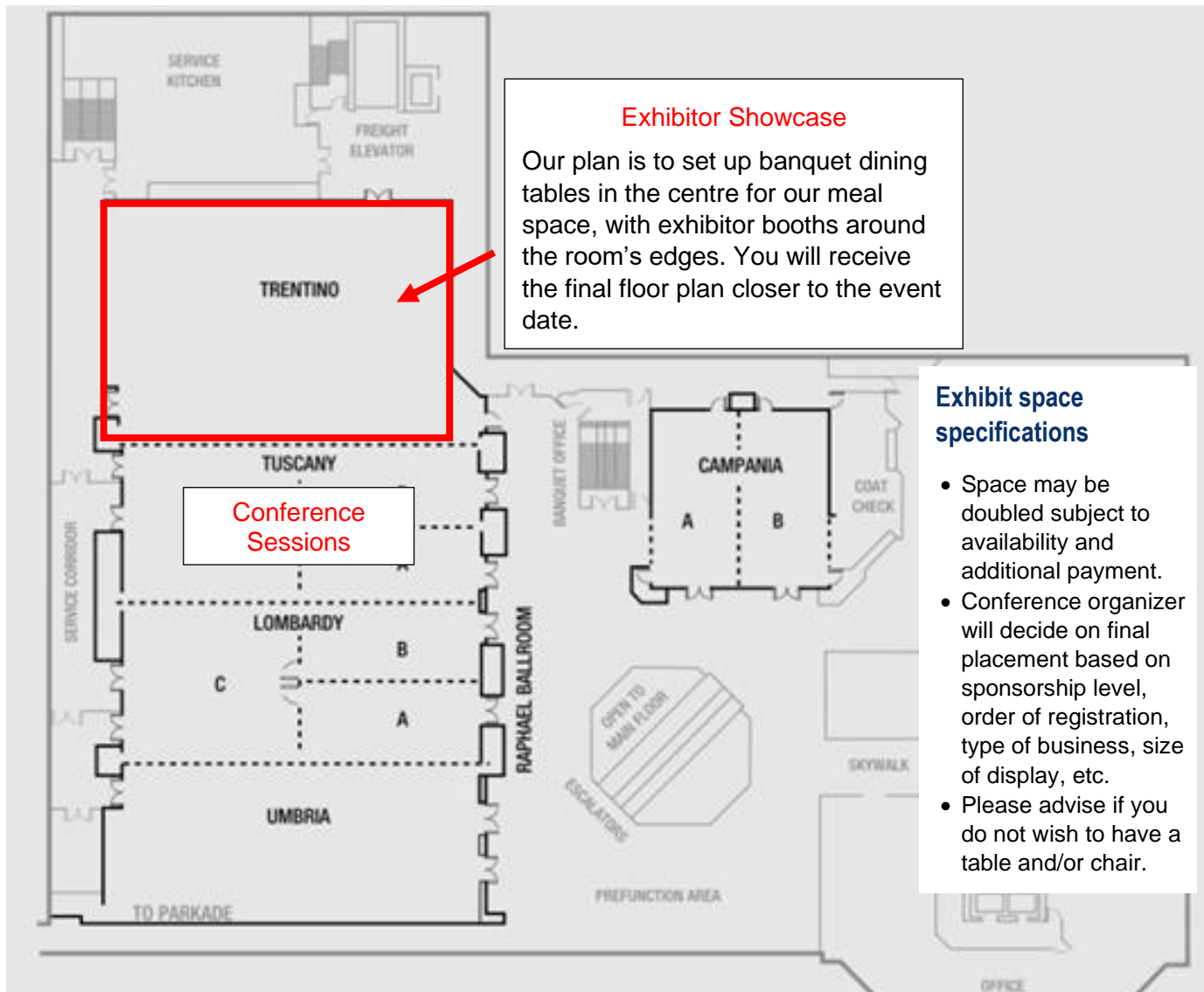
Exhibitors may also call 1 800 209 3555 or 306 525 5255 and identify themselves as being with the Medical Group Management Association of Canada (MGMAC) to receive the special group rate.

[Map, directions, and airport info](#) (scroll down on that page to "Getting Here")

**Parking**

Our group will receive a discounted rate of \$8 daily on Rose St. parking.

## Conference area floor plan – Convention level second floor



### Exhibitor setup

Exhibits will be in Trentino on the second floor. Exhibits should be set up the afternoon of Monday, June 12 between 2:45 and 4:45 p.m. (The first scheduled dedicated Exhibitor Showcase time will be on Tuesday morning. Exhibits need to be in place before the Monday evening dinner event.)

### Exhibitor takedown

Exhibits may be packed up after the afternoon break on Wednesday, June 14, between 3:30 and 4:30 p.m. Take down your exhibit while the delegates are in the last learning session, then join us for the prize draw if you brought one. Our program ends late Wednesday afternoon. Delegates and exhibitors may wish to gather informally on Wednesday evening and head out Thursday morning.

## Prize draw: optional but recommended

If you offer a prize for our draw, they will be drawn late afternoon, Wednesday, June 14. (Likely around 4:30 p.m., but we will confirm later.)

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 or use some electronic means of capturing information from delegates as they visit their booths. (FYI, a method of data collection is not provided by MGMAC.)

During the prize draw in front of the whole group, exhibitors draw from their own collection of cards to award their prize.

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

## Internet access

Everyone will have access to free WiFi. Hardwired Internet may be available for an additional charge.

## A/V services

If you need A/V equipment or services, contact Karen Majerly, Association Manager [karen@mgtmac.org](mailto:karen@mgtmac.org)

## Shipping items

You may wish to notify our hotel contact if you are shipping items to the Delta:

Jo-EI Cheekinew, Conference Service Manager

tel 306 565 1667 mobile 306 501 3451 [Jo-EI.Cheekinew@whg.com](mailto:Jo-EI.Cheekinew@whg.com)

Materials should arrive no earlier than the Friday prior to the conference, June 9. After the conference, any items going out by courier must have proper waybills on them. Materials should be shipped out the day after the trade show ends, Thursday, June 15.

Boxes moved by staff around the hotel are subject to a handling fee.

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:

Delta Hotels by Marriott Regina  
Jo-EI Cheekinew  
MGMAC Conference June 12  
1919 Saskatchewan Dr., Regina, SK S4P 4H2

Note: For large items, the freight elevator is at the back of the hotel in the alleyway.

## 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 or .png) AND print (.ai or .eps or .pdf)** versions via email to [karen@mgmac.org](mailto:karen@mgmac.org).

## 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 13, 2023 (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 11, 2023, registrant will be refunded in full, less a \$150 admin fee. **Cancellations on or after May 12, 2023 or no-shows must pay the full 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](http://www.mgmac.org).

Register by April 21, 2023 to take advantage of early bird savings!

**Continue reading if interested in submitting a proposal to present an educational session**

### Questions?

Contact Karen Majerly  
[karen@mgmac.org](mailto:karen@mgmac.org)

905 630 8384

Thank you for your support!



## Request for Proposal Educational Presentation by Exhibitor MGMAC 2023 National Conference

---

MGMAC invites conference exhibitors to submit proposals to present a **30-minute educational session** to members.

- One spot is available. (One more may be added, depending on space in the final agenda.)
- Presentations cannot be sales pitches. Infomercials are available for purchase. See page 4.
- No speaker fees will be paid.
- Knowledge of the topic and speaking skills should be strong.

Sessions should:

- Enhance a clinic manager's ability to perform his or her job.
- Be tailored to an advanced audience.
- Offer practical tips and tools and sources for further learning/support.
- Cover a timely topic, such as in one of these areas:
  - Effective clinic operations: finance, facilities, technology, communications, process, policies, documentation

**Please prepare the following information and email to [karen@mgtmac.org](mailto:karen@mgtmac.org)**

Please provide contact information for all potential speakers.

Name:

Title:

Organization:

Email:

Phone:

Website:

A brief bio on the speaker(s) (max 75 words):

Video: If available, provide a link to a video of the speaker presenting to an audience.

Session title:

Session description (max 100 words):

Tell us why this session is important for clinic managers (max 100 words):

List takeaway 1:

List takeaway 2:

How will you engage the audience? (max 75 words)

If you have questions regarding this RFP, email [karen@mgtmac.org](mailto:karen@mgtmac.org)

**DEADLINE FOR SUBMISSIONS: End of day Friday, April 21, 2023.**

Please submit your proposal to: [karen@mgtmac.org](mailto:karen@mgtmac.org)

Potential presenters may be invited to discuss their submission with the planning committee.

Final selection of speakers will be made on or before Monday, May 1, 2023.