



TO: NYMGMA VENDOR MEMBERS

FROM: Shawn M. Frier  
President, NYMGMA  
Debbie Goldman  
Executive Director, NYMGMA

RE: 2012 NYMGMA ANNUAL MEETING-EXHIBITOR INFO

DATE: December 20, 2011

We are looking forward to the NYMGMA ANNUAL CONFERENCE in Rochester, NY, which will be held June 4th-6th at the HYATT Regency. This year's conference theme is "**Leadership for the Future Workplace.**" We have an exceptional line up of speakers and we are expecting a great turnout! The exhibit area will open at 8 am on June 4th and will remain open through noon on June 6th. We expect that the forty available exhibit booths will fill up quickly, so please let us know as soon as possible if you would like to secure a spot. To reserve a booth, complete the exhibitor registration form and fax it to the NYMGMA office at (631) 864-8397. Gold members (2012 membership-you can renew at the same time that you reserve your booth) are guaranteed a booth if their reservation is received by January 31, 2012. Other reservations will be accepted on a first come-first serve basis. If you have any questions, please call Debbie Goldman in the NYMGMA office at (631) 864-1960. Once you register for booth space, you will receive a confirmation and additional details about set up, etc. The hotel room reservation form will be available very soon.

In addition to exhibiting at the conference, there are a number of opportunities for special sponsorships that will get your company's name in front of the conference attendees in a very positive manner. Along with our traditional sponsorships of speakers, receptions, meals and breaks, there are a number of innovative items including Hotel Room Keycards, Conference Bags and Stadium Blankets. Attached you will find a detailed list of all the possibilities and associated costs. If you are interested in any of these sponsorships, please contact Debbie in the NYMGMA office. If you are not able to attend the meeting, you may want to consider one of these sponsorship opportunities. If you select any of the available options, we will work with you to identify your company as the sponsor and offer you the opportunity to personally welcome the members to that session/event, and describe the services that your company offers.

Again, please call at (631) 864-1960 for additional info or to secure a sponsorship.

*PRESIDENT*  
Shawn M. Frier, CPA

*PRESIDENT-ELECT*  
Cher Zmitrowitz

*SECRETARY*  
Joy M. Good, CPC

*TREASURER*  
Sandra Cherinko, MS-HSA

*PAST PRESIDENT*  
Albert Campagna

30 Jericho Turnpike, #170

Commack, NY 11725

631-864-1960

Fax: 631-864-8397

[www.nymgma.com](http://www.nymgma.com)



## NYMGMA EXHIBITOR REGISTRATION

***“Leadership for the Future Workplace”***

**Hyatt Regency  
Rochester, New York  
June 4-6, 2012**

Company Name \_\_\_\_\_

Exhibitor’s Authorized Representative \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

Representative(s) attending conference

Name _____	Title _____	email address _____	Phone _____
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Name _____	Title _____	email address _____	Phone _____
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Name _____	Title _____	email address _____	Phone _____
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We are a ( ) Gold\* ( ) Silver ( ) Bronze Level Sponsor member of NYMGMA  
(see back of page for descriptions of the 3 levels of membership) and plan to exhibit at the program:

( ) We are not yet members, but are paying sponsor-member dues of \$\_\_\_\_\_ for this program.  
**(Please note -You must be a 2012 NYMGMA sponsor member to exhibit)**

Booth Fee*: (gold members)	\$995.00	Includes three representatives
Booth Fee*: (silver)	\$1,095.00	Includes two representatives
Booth Fee*: (bronze)	\$1,195.00	Includes one representatives
Additional reps at \$250.00	\$_____	
Membership dues	\$_____	(if applicable) Gold - \$975, Silver - \$675, Bronze - \$375
Sponsorships (see page 6)	\$_____	

***Total for Annual Conference \$\_\_\_\_\_ (all fees must be received by January 31, 2012)***

Special Requests for Exhibit Space if applicable : \_\_\_\_\_

Upon registration you will receive an exhibitor package from Great Lakes Event which will include forms to order furniture, custom signs/banners, labor drayage and electrical distribution. All booths are 8’ wide x 8’ deep and include 8’ high back drape and 3’ high side drape, one skirted table, two chairs and one company ID sign.

***Space is limited. \*Gold members are guaranteed availability if registration and payment is received by January 31, 2012. All other registrations will be taken on a first come, first served basis! To secure a spot, register by fax (631) 864-8397 or mail to NYMGMA, 30 Jericho Turnpike, #170, Commack, NY 11725.***

*Membership in the national MGMA is separate from the New York MGMA. You must be a member of the NYMGMA to exhibit.*

## PAYMENT METHOD

\_\_\_\_\_ We are paying by check **PLEASE FORWARD CHECK TO:**  
 NYMGMA, 30 JERICHO TURNPIKE, #170, COMMACK, NY 11725

\_\_\_\_\_ We are paying by card Total amount to be charged: \$ \_\_\_\_\_

**Master Card          Visa          AMEX (circle one)**

\_\_\_\_\_  
**Card #**

\_\_\_\_\_  
**Exp. Date**

\_\_\_\_\_  
**CVV2 code**

\_\_\_\_\_  
**Billing zip code**

\_\_\_\_\_  
**Signature**

## 2012 NYMGMA SPONSOR LEVELS

FEE	2012 SPONSOR LEVEL BENEFITS
\$975/yr	<p><b style="color: red;">GOLD</b></p> <ul style="list-style-type: none"> <li>Listed in and have access to our on-line membership directory</li> <li>Opportunity to exhibit in a prime location at our annual State conference and at three anticipated regional state events</li> <li>Ability to send one representative to each State and Regional Conference at no charge. (Booth space will be purchased separately and additional representatives will need to pay the conference fee)</li> <li>Have the ability to purchase advertising space in the newsletter</li> <li>Be listed on the Gold member page of our website <a href="http://www.nymgma.com">www.nymgma.com</a>, including a direct link to your designated vendor site (including graphics and an email option from that page, subject to review by our web master)</li> <li>Have a 25 word description of your company's services listed on the vendor page of the website along with your listing</li> </ul>
\$675/yr	<p><b style="color: red;">SILVER</b></p> <ul style="list-style-type: none"> <li>Listed in and have access to of our on-line membership directory</li> <li>Opportunity to exhibit at our annual State conference and at three anticipated regional state events (if space permits)</li> <li>Ability to send one representative to each State and Regional Conference at no charge (Booth space will be purchased separately and additional representatives will need to pay the conference fee)</li> <li>Have the ability to purchase advertising space in the newsletter</li> <li>Have your organization listed on the web site (contact name, phone number, and email)</li> </ul>
\$375/yr	<p><b style="color: red;">BRONZE</b></p> <ul style="list-style-type: none"> <li>Listed in and have access to our on-line membership directory</li> <li>Opportunity to exhibit at our annual State conference (if space permits)</li> <li>Have the ability to purchase advertising space in the newsletter</li> <li>Have your organization listed on the web site (contact name, phone number, and email)</li> </ul>

**2012 New York Medical Group Management Association Exhibitor/Sponsor Rules & Regulations**  
**June 4-6, 2012**  
**Rochester, NY**

**1. FEES**

Application must be submitted with payment IN FULL for space rental charges. Exhibit registration is \$995 for gold members, \$1,095 for silver members and \$1,195 for bronze members. Registration is limited. All exhibitors must be NYMGMA Sponsor Members in order to exhibit. Gold members are guaranteed availability if their registration and payment is received by January 31, 2012. All other registration will be taken on first-come, first serve basis. This includes an 8' x 10' booth, skirted tabletop, 2 chairs, waste basket, one company ID sign, admission to all meals and the special event for three representatives (gold), two representatives silver, and one representative bronze. Additional representatives will be \$250 each. The exhibit area is carpeted and electrical service and wireless internet is included in your exhibit fees.

**2. CANCELLATION OF SPACE CONTRACT**

In the event it is necessary for the exhibitor to cancel their space rental agreement, a full refund (less an administrative expense fee of \$100 per booth) will be made for requests IN WRITING no later than March 31, 2012. No refunds will be made on cancellation requests postmarked, faxed or emailed after March 31st. Cancellations must be received from the original authorized exhibitor representative.

**3. SPACE RENTAL & ASSIGNMENT OF LOCATION**

NYMGMA reserves the right to refuse rental of display to any individual or company whose display of goods or services is not, in its opinion, compatible with the general character and objectives of the conference. NYMGMA will make reasonable efforts to separate exhibitors of like products, but no assurance can be given as to such separation. NYMGMA RESERVES THE RIGHT, IN ITS SOLE DISCRETION, TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS AND TO CHANGE ASSIGNMENTS AT ANY TIME.

**4. EXHIBITOR'S AUTHORIZED REPRESENTATIVE**

Each exhibitor must name one person to be his/her representative in connection with the firm's exhibit. This representative shall have authority to contract for the company, be responsible for payment of booth rental, and during show times, keeping the booth staffed. Badge swapping is not allowed. All booth staff must be registered with the exhibitor and have an official NYMGMA exhibitor badge.

ALL REQUESTS FOR ADDITIONAL EXHIBITOR BADGES MUST BE APPROVED BY THE EXHIBITING COMPANY'S AUTHORIZED REPRESENTATIVE.

**5. INSTALLATION AND REMOVAL OF EXHIBITS**

Installation is planned for Sunday, June 3rd from 5:00 pm -7:00 pm and Monday, June 4th from 7:00 am - 9:00 am. In the event that the exhibitor fails to complete installation of his/her booth by 11:30am, NYMGMA shall have the right to take possession of space for the purposes of reselling.

Tear-down is scheduled for Wednesday, June 6 at noon. ANY EXHIBITOR WHO BREAKS DOWN BEFORE noon WILL BE ASSESSED A \$150 PER BOOTH CHARGE.

**6. DOOR PRIZES**

Exhibitors are encouraged to donate door prizes. All giveaways will be announced at noon on WEDNESDAY in the exhibit hall. Exhibitor representatives must be present at this time in order for their prize to be given away.

**7. LIABILITY**

Each exhibitor is entirely responsible for their booth space and has sole responsibility for keeping said space free from any conditions which might be dangerous to persons coming upon the premises. The exhibitor agrees to defend, indemnify and hold harmless NYMGMA, its sponsors, members, officers, representatives or employees affiliates or subcontractors, from any damages or charges resulting from the exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, which arise from or out of the exhibitor's occupancy and use of the exhibition premises, the facilities or any part thereof.

Exhibitor hereby assumes complete responsibility for all its stock of merchandise and other property which may at any time be at the space or in any common areas in the building where the space is located, and for all thefts thereof, losses, stock shrinkage or injury to or loss of said stock and other property from any cause whatsoever, whether herein specifically mentioned or not, and for any bodily injury to any employee, contractor, representative.

**8. INSURANCE**

Each exhibitor is responsible for his/her own equipment. In all cases, exhibitors desiring to insure their exhibits and displays against fire, theft, etc. must do so at their own expense.

**9. OTHER MATTERS**

The rules and regulations incorporated in this agreement have been formulated in the best interest of our exhibitors and attendees. We request your full cooperation in their observance. Any and all matters not specifically covered will be subject to the decision of the NYMGMA Board.

X \_\_\_\_\_

Exhibitor's Authorized Representative Signature

# New York Medical Group Management Association Annual Conference



## Leadership for the Future Workplace

June 4 - 6, 2012  
Hyatt Regency, Rochester, New York

### Sponsorships Available

A variety of sponsorship opportunities are available for the NYMGMA Annual Conference. Select from the list below or if you want to get creative, give us a call to discuss other opportunities! Please check which sponsorship opportunities you would like. Please note: Sponsorships are available on a first-come, first-serve basis. A completed registration form and full payment is required to confirm a NYMGMA Annual Meeting sponsorship. All Sponsorships will be acknowledged in the on-line conference brochure posted at [www.nymgma.com](http://www.nymgma.com)

**Sign up deadline is April 30th**

#### Events

##### June 4th

Events	Cost
<input type="checkbox"/> Breakfast Sponsor	\$500
<input type="checkbox"/> Keynote Speaker - Cam Marston*	\$10,000
<input type="checkbox"/> Morning Break	\$500
<input type="checkbox"/> Lunch Sponsor	\$1000
<input type="checkbox"/> Afternoon Break	\$500
<input type="checkbox"/> Speaker - Jennifer Martin	\$1750
<input type="checkbox"/> Cocktail Reception	\$1000
<input type="checkbox"/> Vegas Night	\$3000

##### June 5th

<input type="checkbox"/> ACMPE Breakfast Sponsor	\$500
<input type="checkbox"/> Breakfast Sponsor	\$500
<input type="checkbox"/> Keynote Speaker - Michael Burchell	\$5000
<input type="checkbox"/> Morning Break	\$500
<input type="checkbox"/> Lunch Sponsor	\$1000
<input type="checkbox"/> Afternoon Break	\$500
<input type="checkbox"/> Speaker - Michael Schoppman	\$1000
<input type="checkbox"/> Transportation to Reception	\$1000
<input type="checkbox"/> Network Reception - Strong Museum	\$3000

#### Events

##### June 6th

<input type="checkbox"/> Breakfast Sponsor	\$500
<input type="checkbox"/> Speaker - RJ Stapell	\$1500
<input type="checkbox"/> Morning Break Raffle Drawings	\$750
<input type="checkbox"/> Speaker - Todd Nichols	\$1500
<input type="checkbox"/> Boxed Lunch Sponsor	\$500
<input type="checkbox"/> Create Your Own Sponsorship	

#### Additional Items

<input type="checkbox"/> Conference Handout Flash Drives	\$3,000
<input type="checkbox"/> Conference Handouts	\$1,000
<input type="checkbox"/> Hotel Key Cards	\$2,000
<input type="checkbox"/> Name Badges	\$1,000
<input type="checkbox"/> Conference Bags	\$2,250
<input type="checkbox"/> Stadium Blankets	\$2,500
<input type="checkbox"/> Other Giveaways	

*Give us your idea!*

\* This sponsorship includes overall sponsorship for all three days of the conference.



## Sponsorship Registration Form

Exhibitor's Authorized Representative \_\_\_\_\_

Group/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail (required) \_\_\_\_\_

### Payment Information

Check Enclosed. Please make check payable to NYMGMA

Please charge my:  VISA  MasterCard  American Express

Card No. \_\_\_\_\_ Expiration Date \_\_\_\_\_

CID number on front of card (AMEX) \_\_\_\_\_

Last 3 digits from number on back of card (VISA/MC) \_\_\_\_\_

Print Cardholder Name \_\_\_\_\_

Cardholder Billing Address \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

New York Medical Group Management Association

## ANNUAL CONFERENCE

June 4 - 6, 2012

Hyatt Regency, Rochester, New York

**Leadership for the  
Future Workplace**



New York  
A State Affiliate