

# Policy on NYMGMA Vendor Sponsorships

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## Overview

The New York Medical Group Management Association (NYMGMA) seeks to establish relationships with firms that provide products and services for use in medical practices. This relationship will provide (1) a means of providing our members with up-to-date product knowledge and (2) an additional source of funds for the development of educational programs and conferences, publication of a newsletter and other activities that help to maintain a well-informed professional medical group management membership.

## Sponsorship Agreement

The NYMGMA has therefore established a Sponsor level of membership. The Sponsor membership runs for twelve months (January through December), renewable at the beginning of each calendar year. Sponsors can participate at one of three levels as listed in the box on the application form.

Sponsors receive all regular mailings, including meeting announcements, a quarterly newsletter (with opportunity to sponsor) and an annual membership directory (with opportunity to advertise). A list of all Sponsor members is provided to all attendees at each meeting.

Sponsor representatives may register to participate in the educational sessions if they wish. Registration fee is the same as for other members minus any applicable discounts. The representative will be given a name tag indicating Sponsor status, the name of the representative and the name of the sponsoring company. Registration in the sessions is not required for a Sponsor to have an exhibit booth.

Open Forums, where members discuss issues and concerns about the operations of their specific practices, are not open to Sponsor representatives.

The average attendance at our educational meetings is approx. 70-100 members. It is critical that the meetings continue to provide our members with real, practical learning experiences that focus on their needs. We therefore ask that vendors comply with the following guidelines:

- Sponsors are asked to refrain from discussing their company or their company's product during the educational sessions. Open solicitation and/or handing out business cards during the educational sessions is not acceptable.
- Specific discussion of sponsors products can take place during breaks and in the exhibit areas.

Exhibit areas are provided at an additional fee at each meeting. The fee charged for an exhibit booth is dependent on the facility and availability of space.

In addition, vendors can be designated as a sole sponsor of a particular session or special project such as a newsletter, subject to the review and approval by the executive committee.

**Endorsements**

Sponsorship of the New York Medical Group Management Association (NYMGMA) should in no way be construed as an endorsement of particular product or brand by NYMGMA, Inc. The Sponsor should in no way imply such endorsement or use the MGMA name or logo or New York MGMA name or logo in such a way as to imply endorsement by the MGMA or New York MGMA of its product.

We agree to abide by the policies as stated above.

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Sponsor Member

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Organization Name

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Date