

2024

EMPOWERING PHYSICIANS CONFERENCE

Featuring social media sensation
Dr. Glaucomflecken
and his hilarious look at
the world of medicine!



FRIDAY
SEPTEMBER 27
AMERICAN SWEDISH INSTITUTE

MNMED.ORG



MINNESOTA
MEDICAL
ASSOCIATION

EVENT MARKETING PROSPECTUS



GET NOTICED
Become involved
in this annual
event!

Who we are

The Minnesota Medical Association (MMA) is a non-profit professional association representing physicians, residents/fellows and medical students. With more than 10,000 members, the MMA is dedicated to being the leading voice of medicine to make Minnesota the healthiest state and best place to practice.

Why become involved?

The MMA Empowering Physicians Conference is the perfect opportunity for you to:

- Generate new leads
- Interact with the most engaged physicians and physicians-in-training from around Minnesota
- Build visibility for your company
- Introduce new products and services to attendees
- Engage with a wide range of attendees

Who to contact

Betsy Pierre
Strategic Partnership & Sales Coordinator
betsy.pierre@ewald.com
763-295-5420

***For maximum benefit
reserve involvement early!***



American Swedish Institute | 2600 Park Avenue Minneapolis, MN 55407 | **Friday, September 27**

For sales information, contact Betsy Pierre, Strategic Partnership & Sales Coordinator | betsy.pierre@ewald.com | 763.295.5420

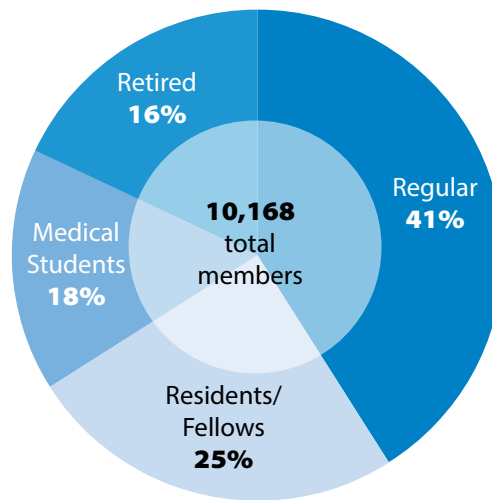


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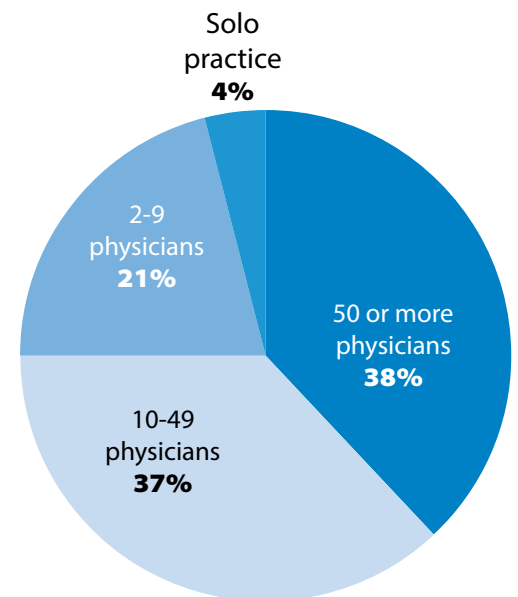
A Conference for All Minnesota Physicians!

MMA's Empowering Physicians Conference will bring together more than 200 physicians and physicians-in-training from across Minnesota for a full day of education, policy discussions, networking and celebrating medicine.

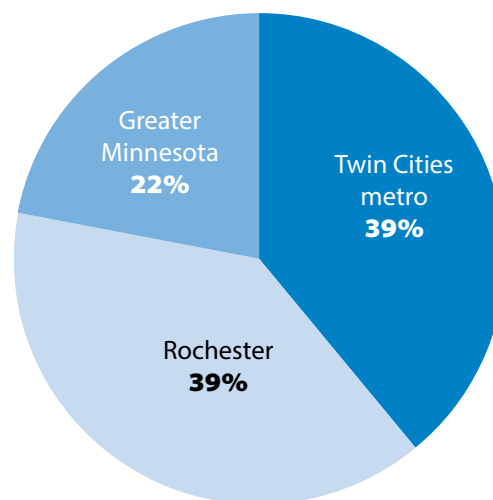
MMA by the Numbers



Size of Practice



Practice Location



Top specialties include:

- Primary care
- Anesthesiology
- Diagnostic radiology
- Orthopedic surgery
- Neurology
- General surgery

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Enjoy visibility!

The MMA widely promotes the conference digitally, via social media and in print to as many as 16,500 member and non-member physicians and physicians-in-training throughout a persistent, multi-month campaign. In addition to interactions at the event, exhibitors and sponsors enjoy being recognized and featured on the event website prior to and through the conference. *Reserve participation early for maximum promotional benefit!*

Table top display opportunities

The Fall conference common space will host an area for table top displays. These displays see traffic as attendees check in and as they move around during the afternoon sessions. Staffing your table top display is elective and is not mandatory.

Table top schedule

- Set by 12:15 pm
- Tear down from 4:45-5:45 pm

Conference attendee schedule (subject to change)

- Check-in at 12:30 pm
- Education from 1-4:30 pm
- Reception from 4:30-6 pm
- Dinner/Evening Keynote from 6-8 pm

Table top packages

Partnership Booth - \$750

- One six-foot draped table with chair
- One complimentary registration that includes meals and refreshments
- Name, logo and description on event webpage and pre-event marketing
- Logo on event signage
- List of attendees (name, health system, and city) following registration deadline
- Black and white tabletop company sign

Sustaining partnership package - \$2,000 (total value: \$2,250)

Includes Partnership Booth benefits plus

- Quarter-page ad in *Minnesota Medicine**
- 1-month-long webpage banner ad*
- 1 MMA *News Now* middle banner ad*
- Choice of upcoming Physician Forum Event Sponsorship*

Principal Partnership Package - \$3,200 (total value: \$3,425)

Includes Partnership Booth benefits plus

- Full page ad in *Minnesota Medicine**
- 1-month-long webpage banner ad*
- 2 MMA *News Now* top banner ad*
- Choice of upcoming Physician Forum Premier Event Sponsorship*

*Select months and opportunities based on availability.

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Final deadline to submit logo and description August 27

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Major Sponsorships*

Engage with the industry as a leader in support of this year's conference via the below opportunities. Sponsors receive logo recognition in pre-promotion and at event. *Deadlines apply – reserve participation early for maximum benefit.*

Premier Sponsor (exclusive) - \$12,000 (SOLD OUT)

- Be recognized as an MMA endorsed carrier
- Receive an opportunity to address attendees in person at one point during the event
- Receive Premiere Sponsor banner recognition at the event
- Receive Premier Sponsor signage at reception
- Recognized as Premiere Sponsor in event promotions

Conference Presenting Sponsorship \$10,000 (exclusive) or \$5,000 (shared)

Capture attention with this prominent sponsorship level – being seen as a leader in helping to bring this prominent event to the industry.

Benefits include:

- Generously supported by recognition in conference promotions
- Generously supported by recognition on conference signage
- Verbal recognition from podium during afternoon session
- Verbal recognition from podium during dinner
- Commercial (*max 60 seconds*) to air during both Conference Kick-Off and Dinner
- Table Top Exhibit Package:
Exclusive sponsor = Principal Package
Shared sponsors = Sustaining Package
- Complimentary full conference registrations:
Exclusive sponsor = 10 registrations
Shared sponsors = 4 each

**Where exclusive and shared options are noted above, a sponsor may take the opportunity under the “exclusive” pricing and would then be the sole sponsor. Otherwise, multiple sponsors may participate in the opportunity at the “shared” pricing.*

Contact us to find out more about becoming involved

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Additional Sponsorship Opportunities*

Engage with the industry and become involved with this year's conference via the below opportunities. Where appropriate, sponsors receive logo recognition in pre-promotion and at event. *Deadlines apply – reserve participation early for maximum benefit.*

Badge Lanyard \$1,000 (sponsor supplies lanyard (#200))

A prime, branding opportunity available for attendees to wear throughout the day/evening.

Conference Dinner \$2,500 (exclusive) / \$1,500 (shared)

Be involved as attendees relax and enjoy this popular evening function.

Networking Reception \$1,500 (exclusive) / \$950 (shared)

Be involved as attendees network and mingle.

Refreshment Break \$750 (exclusive) / \$600 (shared)

Get noticed while attendees take a moment to refresh!

Fresh Air Patio \$500 (exclusive) / \$350 (shared)

Be visible as attendees take advantage of one of the many beautiful spaces this year's venue offers.

Attendee Giveaway Item \$500 (sponsor supplies item)

Be memorable with a unique, branded gift for attendees to receive at check-in.

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SPONSOR THE 2024 MMA EMPOWERING PHYSICIANS CONFERENCE



Exhibit and Sponsorship Application Form

Contact Information

CONTACT NAME

COMPANY NAME (TO BE DISPLAYED ONLINE)

EMAIL ADDRESS

PHONE

ADDRESS

CITY

STATE

ZIP

First time sponsoring with MMA? YES NO

Exhibit and/or Sponsorship option

Submit logo and 50 word description to betsy.pierre@ewald.com no later than 8/27/24.

Payment Information

Total: \$ _____ Check (Payable to MMA) Visa MasterCard AMEX Discover

Payment must accompany application to guarantee sponsorship. If paying by credit card, all fields below are required

NAME (AS IT APPEARS ON CARD)

CARD NUMBER

EXP. DATE

CVV#

EMAIL ADDRESS

PHONE

ADDRESS (IF DIFFERENT THAN ABOVE)

CITY

STATE

ZIP

AUTHORIZED SIGNATURE

Questions? Contact Betsy Pierre at betsy.pierre@ewald.com or 763.295.5420



MINNESOTA
MEDICAL
ASSOCIATION

3433 Broadway Street NE, Suite 187
Minneapolis, MN 55413
612.378.1875



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Important Notes for Exhibitors

VENUE POLICIES The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the premises and will indemnify, defend and hold harmless MMA and the venue as well as their owner and management, and their respective agents, servants and employees from any such losses, damages and claims. Due to the layout of the venue, storage space is not available for display materials and/or show merchandise. At the conclusion of the set-up and operation, all related equipment, crates and trash must be removed from the premises. No outside food and/or beverage service shall be permitted. Only bite-sized (1oz.) treats in original packaging may be distributed at exhibit booths. Nothing can be affixed to any interior or exterior surfaces of the facility. Decorations must be removed at the end of the event. Vendors must pick up their equipment by or at the end of the event or obtain permission in advance to pick up their items by the time the museum opens the day following the event. If other arrangements are required, they must be made with the Director of Catering. Permitted: live flowers, plants and foliage, live candles in hurricane lamps or votive candles. Not permitted: Sparklers, latex balloons, popcorn, bubbles, rice, birdseed, confetti, etc. movement of ASI furniture, furnishings, artwork, fixtures, rugs, etc.

LOADING IN: Any large items may be brought in through the loading dock with access to the freight elevator. The loading dock is located directly to the left of the main entrance. Ring the bell for entry. Please notify ASI if this is needed so staff can guide you through the building.

- Table top reservations will be honored with a completed registration form and arrangements made for payment.
- No booths secured may be subleased except with the consent of the MMA.
- By agreeing to exhibit, you are committing to maintaining the exhibit booth from 12:15 - 4:45 pm on Friday, September 27.

ASSIGNMENT OF BOOTHS

Table top spaces will be located in high-traffic areas, with preferential sponsors receiving the best locations. No assignments will be made until agreement and full payment are received. Booth numbers will be assigned and communicated prior to the Empowering Physicians Conference. Organizations requesting placement next to, or away from, other organizations will be accommodated to the best ability. MMA reserves the right to assign all space in the best interest of the conference. Booths must be completed and ready to show at 12:15 pm on the day of the conference and must remain intact until 4:45 pm.

RELOCATION

MMA retains the right to change table top locations for reasons beyond the control of MMA or if it becomes advisable in the best judgment of the MMA. All such changes will be discussed with the exhibitor in advance, if possible.

SPACE CANCELLATION

Cancellations must be sent in writing to betsy.pierre@ewald.com. Cancellations received by August 30 will receive a full refund, minus a \$125 per booth administrative fee. Cancellations received after August 30 will receive no refund.

FAILURE TO OCCUPY SPACE

Exhibitors not occupying booth space by 12:15 pm on Friday, September 27 will forfeit their booth space without refund. The space may be resold or used by the MMA.

SECURITY

MMA will take all reasonable precautions against damage or loss by fire, theft, strikes or other accidents. MMA cannot, however, guarantee against loss or damage.

REGULATIONS

- All table top displays must be set up and ready by 12:15 pm on September 27.
- Exhibitors shall not initiate tear-down, packing, or otherwise dismantle or abandon any portion of their booth prior to the official close of the Exhibit Hall at 4:45 pm.
- MMA reserves the right to deny booth space to any organization whose products do not contribute directly to the meeting registrants' medical practices.
- Offensive promotions by exhibit personnel will not be tolerated.
- Company representatives must refrain from holding any commercial discussions in the educational space. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space.
- Canvassing or distributing promotional materials outside the exhibitor's rented exhibit space is not permitted.

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