MGMAC National Conference

St. John’s 2020: Explore the Edge!

Delta Hotels by Marriott, St. John’s, Newfoundland

Monday June 8 to Thursday June 11, 2020

(exhibits up Tuesday and Wednesday)
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. Attendees are all in senior leadership roles (clinic manager, executive director, CEO, etc.) 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.

Presentation opportunities

This year’s conference theme is Explore the Edge, with education topics focused on key industry trends. We involve exhibitors in our learning program in two ways:

- Paid exhibitor presentations via 10-minute infomercials (see page 4)
- NEW for 2020: exhibitors can apply to lead one of two 30-minute educational sessions (see 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), free electricity, and wireless internet. We will try for a 10-foot wide space wherever possible. For an extra charge, you may double your floor space.

Sponsor only option

If you want to support MGMAC members but cannot attend in person, we can discuss other options. We have a sponsor-only rate of $395 + HST.
## Compare the benefits: Exhibitor Only vs. Exhibitor Plus

If you invest a minimum of $500 in extra sponsorship, you will be eligible for Exhibitor Plus level sponsorship and additional benefits. See ways to increase your visibility and support on the next page. We appreciate and thank all our exhibitors but will give “Exhibitor Plus” suppliers special recognition.

<table>
<thead>
<tr>
<th>“Exhibitor Only”</th>
<th>“Exhibitor Plus” Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASIC exhibitor package Early bird* (Register before end of day April 3, 2020)</td>
<td>For those vendors whose total investment reaches $1,895* or more + HST (i.e., you choose at least $500 in sponsorship options, shown on pages 4 and 5)</td>
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<td>$1,395* + HST</td>
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### Exhibit space

| Exhibit space (floor space 8 to 10 feet wide, around a six-foot table draped in linen; chair(s); free electrical; free WiFi) See floor plan on page 6. Depending on the number of exhibitors, we may use only Salon C-D or add exhibits in the hallway. Organizer will advise closer to the date. | ✓ Location assigned to you | ✓ Priority placement |

### Company representatives

| With exhibit space, one registration fee is included for all meals and group activities from President’s Reception on Monday, June 8 to breakfast on Thursday, June 11 (Exhibits on display Tues 9th and Wed 10th) | ✓ Includes one representative Extra representatives, add $650 + HST per person during online registration | 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; mention in welcome remarks | ✓ | ✓ 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 | | ✓ |
| Participation in prize draw Collect business cards at your booth and participate in prize draw Wednesday afternoon (you provide prize) | ✓ | ✓ |
### How to reach the “Exhibitor Plus” sponsorship level** (choose at least $500 in sponsorship options)

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

### Events and activities

Event sponsors will have their logo listed with their sponsored event in the final agenda and we will provide onsite thank-you signage on tables. You can put up your banner, place promotional material on tables, etc. Let’s talk!

<table>
<thead>
<tr>
<th><strong>Monday evening President's Reception</strong></th>
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<tbody>
<tr>
<td>Monday, June 8, 2020</td>
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<tr>
<td>(1 available, first-come, first-served)</td>
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<tr>
<td>Our traditional MGMAC kickoff networking event with hors d’oeuvres, cocktails, and a fun Newfoundland “screech-in” ceremony</td>
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<tr>
<td>Company representative may address the group for up to five minutes.</td>
<td>$850 + HST</td>
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<thead>
<tr>
<th><strong>Conference Kickoff Breakfast and Keynote Presentation</strong></th>
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<tr>
<td>Tuesday, June 9, 2020</td>
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<tr>
<td>(1 available, first-come, first-served)</td>
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<tr>
<td>Our first breakfast, followed by “L7 Leadership FUNdamentals” with Barry Green</td>
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<tr>
<td>Company representative may address the group for up to five minutes (or show promotional video) and introduce our presenter.</td>
<td>$850 + HST</td>
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<tr>
<th><strong>Evening out at YellowBelly Brewery and Public House</strong></th>
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<tr>
<td>Tuesday, June 9, 2020</td>
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<tr>
<td>(1 available, first-come, first-served)</td>
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<tr>
<td>A fun night out on famous George St., including dinner and entertainment.</td>
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<tr>
<td>Company representative may address the group for up to five minutes. Entertainment is to be determined. We will discuss how to further involve your company representative(s).</td>
<td>$1,500 + HST</td>
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<thead>
<tr>
<th><strong>Sightseeing excursion to Signal Hill</strong></th>
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<tr>
<td>Wednesday, June 10, 2020</td>
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<tr>
<td>(1 available, first-come, first-served)</td>
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<tr>
<td>Conference attendees will ride the bus to Signal Hill for a tour and hiking. Company representative may greet delegates as they board the bus and talk to them on the way.</td>
<td>$500 + HST</td>
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<thead>
<tr>
<th><strong>On-site dinner at the conference hotel</strong></th>
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<td>Wednesday, June 10, 2020</td>
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<tr>
<td>(1 available, first-come, first-served)</td>
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<tr>
<td>Dinner on site at the hotel</td>
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<tr>
<td>Company representative may address the group for up to five minutes.</td>
<td>$850 + HST</td>
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<tr>
<th><strong>Coffee / Networking Break</strong></th>
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<tr>
<td>(2 available, Tues a.m. and Tues p.m., first-come, first served)</td>
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<tr>
<td>Show your support at a refreshment break; recognition includes announcement and onsite signage. Consider adding a wellness element or treat for attendees.</td>
<td>$300 each + HST</td>
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<tr>
<th><strong>Infomercials</strong></th>
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<tr>
<td>(4 available, first-come, first-served)</td>
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<tr>
<td>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.</td>
<td>$500 each + HST</td>
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</tbody>
</table>
**Reusable bag used for delegate welcome gifts**  
(1 available, first-come, first-served)  
Keepsake bag branded with your logo and the MGMAC logo plus the chance to put your promotional item(s) in the bag. (Bag also contains food and beverage items local to St. John’s, no promotional items from other exhibitors.)  
$500 + HST

**Provide your branded lanyards or neck wallets for members to wear**  
(1 available, first-come, first-served)  
Approximately 50-60 required.  
$300 + HST + provide lanyards

**Double the width of your floor space** in the exhibitor showcase  
Priority placement; you may be able to select your location.  
$550 each + HST

* **Regular rates:** Early bird in effect until April 3, 2020. Exhibitors who reserve their booth space on or after April 4, 2020 will pay $1,545 + HST for “Exhibitor Only” and the “Exhibitor Plus” minimum investment will become $2,045 + HST.

** You can select the add-ons when you register online, including extra representatives and sponsorships.

HST in Newfoundland is 15%.

**Note: Exhibitor fees do not include accommodation.** See below.

### Accommodations

Rooms are being held at the Delta Hotels by Marriott St. John’s Conference Centre and must be reserved by May 7, 2020. After this date, rooms will be released from our block. If you want to extend your stay in St. John’s before or after the conference, please book early.

[Custom booking link for MGMAC exhibitors](#)

Special group rates: Delta guest room $209 (plus 4% Tourism Market Levy, 15% HST). You may choose a king room or two queens.

Exhibitors may also call the toll-free reservation line at 1-800-268-1133 and identify themselves as being with the Medical Group Management Association of Canada (MGMAC) to receive the special guestroom rate.

[Map, directions, and airport info](#)

### Bringing a companion

Make a trip of it! Email [karen@mgmac.org](mailto:karen@mgmac.org) if you would like to bring a companion (e.g., friend/relative sharing your accommodation). The "all-inclusive" option for $479 + HST includes all meals and activities from the Monday evening reception through Thursday breakfast. "Evenings only" for $299 + HST includes Monday evening reception, Tuesday dinner and entertainment at YellowBelly Brewery, Thursday Signal Hill excursion, and Thursday dinner.

### Parking

On-site parking fee $15 daily; Valet parking fee $30 daily
Air travel: Discount code for Air Canada

Air Canada coupon code: KTD6E3N1 for travel within Canada to/from St. John’s.

Optional pre- and post-conference sightseeing tours

Register for optional pre- and post-conference tours of St. John’s and area with McCarthy’s Party! Use this custom link to learn more and book (always make sure MGMAC Tours is selected in green on the left side of the screen)

Conference area floor plan

Exhibitor setup

Exhibits will be in Salon C-D. Closer to the conference, we will tell you if we have a setup time on Monday. Setup on Tuesday, June 9 will begin at 7 a.m. (to be ready for the first Exhibitor Showcase break at 10 a.m.)

Exhibitor takedown

Exhibits may be packed up after the afternoon break on Wednesday, June 10. Take down between 2:10 and 3:10 p.m. then join us for the prize draw if you brought one. NOTE: Excursion to Signal Hill, Thursday evening dinner at the conference hotel, and Friday morning breakfast are included for paid company representatives.

Exhibit space specifications

- Exhibits will be in Salon C-D.
- Space may be doubled subject to availability and additional payment.
- Conference organizer will decide on final placement based on sponsorship level, order of registration, type of business, size of display, etc.
- Please advise if you do not wish to have a table and/or chair.
Prize draw: optional but recommended

If you offer a prize for our draw, they will be drawn at 3:10 p.m. on Wednesday, June 10. 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 will have access to free WiFi. If you require wired internet access at your booth, tell us when you register online.

A/V services

If you need A/V equipment or services, contact Alexander Green alexgreen@psav.com mobile: 506.321.0749

Shipping items

Notify our hotel contact if you are shipping items to the Delta:

Kim Finlay, Conference Services Manager, Delta by Marriott St. John’s, 709.570.1608, kim.finlay@whg.com

Materials should arrive no earlier than the Friday prior to the conference, June 5. After the conference, any items going out by courier must have proper waybills on them. Materials should be shipped out on the day the trade show ends or the next working day.

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 by Marriott
   c/o MGMAC Conference
   120 New Gower Street, St. John's, NL A1C 6K4

It is very important that the conference name is noted clearly on all packages.

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.
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 9, 2020 (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, 2020, registrant will be refunded in full, less a $150 admin fee. Cancellations on or after May 2, 2020 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. Register by April 3, 2020 to take advantage of early bird savings!

UPCOMING EVENTS

For delegates] MGMAC St. John’s 2020: Explore the Edge!
08 Jun 2020 7:00 PM (UTC-02:30)
Delta Hotels by Marriott St. John’s Conference Centre, 120 New Gower St., St. John’s, NL A1C 6K4

For exhibitors/sponsors] MGMAC St. John’s 2020: Explore the Edge!
08 Jun 2020 7:00 PM (UTC-02:30)
Delta Hotels by Marriott St. John’s Conference Centre, 120 New Gower St., St. John’s, NL A1C 6K4

YOUR PROFESSIONAL NETWORK

MGMAC brings together managers from group medical practices across Canada.

NOT A MEMBER YET?

Questions?
Contact Karen Majerly
karen@mgmac.org
905 630 8384
Thank you for your support!

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

2020 MGMAC Conference Exhibitor and Sponsorship Information
Appendix 1

Request for Proposal
Exhibitor Educational Presentations
MGMAC 2020 National Conference

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

- Two spots are available, between 2:20 and 3:20 p.m. on Tuesday, June 9, 2020.
- 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 two areas:
  - Fostering a productive work environment: human resources, performance, culture, collaboration, innovation, change
  - Effective clinic operations: finance, facilities, technology, communications, process, policies, documentation

Please prepare the following information and email to karen@mgmac.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@mgmac.org

Please submit your proposal to: karen@mgmac.org

Potential presenters may be invited to discuss their submission with the committee in late March.
Final selection of speakers will be made on or before Monday, April 6, 2020.