

MPL Association Conference
Salt Lake City, Utah
The Grand America Hotel

SPONSOR AND EXHIBITOR OPPORTUNITIES

The MPL Association Conference is a one-of-a-kind venue for reaching the key decision makers in medical professional liability insurance.

SPONSOR

As a sponsor at the 2022 MPL Association Conference, you will have prominent exposure to promote your brand, build relationships with clients, and gain new customers. Conference attendees include leaders in the medical professional liability (MPL) insurance community and key decision makers from around the world. Your sponsorship will show current and future clients that you are an important stakeholder in the MPL industry.

EXHIBIT

Gain the greatest impact and return on your 2022 MPL Association Conference investment by combining an exhibit booth with your sponsorship. With dedicated events in the exhibit hall where attendees can meet with you and consider purchasing decisions, the exhibit space and schedule is set up with your priorities in mind. No other event can provide you with the same buying audience and ability to establish your marketplace presence, reinforce relationships with existing customers, promote new products and services, and cultivate new customer relationships. Reserve your booth today!

Benefits of Sponsoring and Exhibiting:

- Increase your brand recognition
- Generate leads and expand your prospect list
- Drive business development through face-to-face interactions
- Foster lasting relationships with current and new customers

To reserve a sponsorship or exhibit booth, contact **GINNY MCGUINNESS**, Senior Director of Membership and Business Development, at **240.813.6129** or **gmcguinness@MPLassociation.org**.

MPL Association Conference Attendees Make and Recommend Purchasing Decisions!

MEET ATTENDEES WITH BUYING POWER

This is your chance to meet, one-on-one, with the decision makers who have direct buying authority. They want to learn about your company and purchase your products and services!

Around the world, MPL Association members insure



Nearly 2.5 million healthcare professionals globally—doctors, nurses, dentists, oral surgeons, nurse practitioners, and other healthcare providers



2,700 Hospitals



15,000 Medical Facilities and
Group Practices

REACH

This is the best opportunity in 2022 to reach the top executives in the different disciplines that make up an MPL insurance entity.

ENGAGE

Interact directly, face-to-face, with Conference attendees who are interested in your business's products and services.

COMMUNICATE

Before, during, and after the Conference, you will have the opportunity to connect with your target audience.

CONNECT

Maximize your visibility and exposure to this unique audience of MPL community leaders.

PROMOTE

You gain direct access to everyone who matters in MPL. You can explain how your products or services work and demonstrate how they contribute to a company's bottom line.

GROW

Establish new or reinforce existing customer relationships.

MPL Association Conference Premium Sponsorships

MPL Association premium Conference sponsorships—platinum, gold, and silver—are high-impact and very visible. These sponsorships provide maximum strategic placement of your brand, including promotion at the Conference’s largest and most popular social and networking events. Premium sponsors also receive top billing in all Conference promotional communications.

PLATINUM SPONSOR \$35,000

- Logo on all Conference promotions and on Conference program
- **On-site promotion of sponsorship** including introduction at opening session, logo on all Conference signage and walk-in slides, and logo on noneducational Conference material
- Named sponsor of **Welcome Reception and Cocktail Reception**
- **Four** complimentary Conference registrations
- **Three** VIP invitations for private Chair’s reception and Chair’s Reception for New Attendees
- **Full-page, four-color ad** in *Inside Medical Liability* magazine (distributed at the Conference)
- **Logo on Conference webpage** and **three-month** run of site banner ad on MPLassociation.org (prior to Conference)
- **Eight-week banner ad** in MPL Association weekly electronic newsletter
- Pre- and post-conference attendee list
- Custom 2022 Conference sponsor logo to use on marketing materials
- **One complimentary exhibit booth** (optional)

GOLD SPONSOR \$25,000

- Logo on all Conference promotions and on Conference program
- **On-site promotion of sponsorship** including introduction at opening session, logo on all Conference signage and walk-in slides, and logo on noneducational Conference material
- Named sponsor of **two networking lunches**
- **Three** complimentary Conference registrations
- **Two** VIP invitations for private Chair’s reception and Chair’s Reception for New Attendees
- **Half-page, four-color ad** in *Inside Medical Liability* magazine (distributed at the Conference)
- **Logo on Conference webpage** and **two-month** run of site banner ad on MPLassociation.org (prior to Conference)
- **Four-week banner ad** in MPL Association weekly electronic newsletter
- Pre- and post-conference attendee list
- Custom 2022 Conference sponsor logo to use on marketing materials

SILVER SPONSOR \$15,000

- Logo on all Conference promotions and on Conference program
- **On-site promotion of sponsorship** including introduction at opening session, logo on all Conference signage and walk-in slides, and logo on noneducational Conference material
- Named sponsor of **two breakfasts**
- **Two** complimentary Conference registrations
- **One** VIP invitation for private Chair’s reception and Chair’s Reception for New Attendees
- **Listing in *Inside Medical Liability* magazine** (distributed at the Conference)
- **Listing on Conference webpage** and **one-month** run of site banner ad on MPLassociation.org (prior to Conference)
- Pre- and post-conference attendee list
- Custom 2022 Conference sponsor logo to use on marketing materials

MPL Association Conference Session and Promotional Sponsorships

Don't miss this opportunity to provide Conference participants with compelling educational sessions through an educational grant for an event or program.* Reach attendees when they are most receptive to information.

Event and program sponsors receive:

- Early access to Conference materials, including attendee list
- Exclusive sponsorship of session/event
- One complimentary Conference registration (per \$3,000 sponsored)
- Verbal acknowledgement at the individual sponsored session
- Slide show recognition in meeting rooms during breaks
- Company name printed on noneducational Conference materials and signage

Sessions Available:

- Keynote and Closing Sessions
Investment: \$6,000 each
- General Session
Investment: \$3,000 each

* Grants will be administered according to the standards set forth by accrediting bodies

Exclusive Opportunity! Promotional Items

Exclusive sponsorship of a promotional item and/or amenity provides maximum exposure and gets your company brand noticed during the Conference. You supply your logo, and the MPL Association will handle the rest!

Sponsorships equal to or more than \$3,000 receive at least one complimentary Conference registration; sponsorships under \$3,000 receive a 50% discount on a Conference registration.

NETWORKING LOUNGE

Investment: \$10,000

Offer Conference attendees some private, quieter space for informal meetings. Sponsor may also provide promotional or educational material about their company services within the lounge. Open on Thursday and Friday.

WIFI AND MOBILE APP

Investment: \$10,000

As the WiFi and Mobile App sponsor, your company's name will appear every time an attendee accesses the Internet and the password can be customized to reflect your corporate name or brand. In addition, the landing page for the Mobile App will display your banner ad or logo.

LANYARDS

Investment: \$8,000

Have your company's name at each attendee's fingertips by sponsoring the lanyards that hold name badges.

HEADSHOT LOUNGE

Investment: \$8,000

The Headshot Lounge is "brand immersion" at its best. The entire guest experience is scripted from

the booth entry to guest survey (capturing important contact info and leads) to the final photo shoot-providing attendees with quality photo headshots, perfect for social media accounts and resumes. At each opportunity sponsor messaging is communicated.

HOTEL KEY CARDS

Investment: \$6,000

The average hotel guest uses his or her key card four times a day. At the MPL Association Conference, over a period of three days, that adds up to 12 opportunities for recognition of your company's name and logo.

CONFERENCE WELCOME KIT

Investment: \$5,000

Help welcome our industry colleagues back to meeting in person with this "must-have" branded welcome bag. It will include health and wellness items and other goodies that all attendees will appreciate and can use immediately and throughout the Conference.

CHARGING STATION

Investment: \$4,000

Come to the rescue of meeting attendees by providing a place to re-charge their devices at a

central location not far from the meeting rooms and exhibit hall. Your corporate name will be provided on signage near the charging station.

POPCORN CART

Investment: \$3,000

Provide a bag of popcorn for meeting attendees on Thursday afternoon during the break. Your corporate name will be provided on signage near the cart.

TRAIL MIX BAR

Investment: \$3,000

Provide a healthy snack for meeting attendees during the Friday morning break. Your corporate name will be provided on signage near the bar.

PENS

Investment: \$2,000 (plus cost of gift)

Your company's pens will be inserted into the Conference bags and distributed to all attendees. Provide pens from your company's supply or work with the Association to order logo pens. Extra pens will be distributed at remaining MPL Association workshops in 2022 while supplies last.

REFRESHMENT BREAKS

Investment: \$2,500 Each Or \$6,000 For All Three

Be the named sponsor of Thursday and Friday refreshment breaks (three in total) which provide coffee and other beverages to attendees in the Exhibit Hall. Your logo will be prominently displayed to all attendees.

MPL Association Exhibit Hall— Energized for Engagement!

The exhibit hall is the hub of the Conference with a location designed for maximum traffic. Meet, mingle, and share your message with customers in the MPL Association Conference. The MPL Association also provides an incentive “game” to increase booth traffic for all exhibitors. There is no additional cost for the game and it is designed to motivate all attendees to visit as many booths as possible. The winners will be announced during the last break on Friday morning, creating excitement before the close of the Conference.

SAVE \$100 by booking early!

EXHIBIT BOOTH PRICING:	(Reserved) BY 3/4/22	(Reserved) AFTER 3/4/22
MPL Association Affiliate Partner – Premium	\$2,000	\$2,100
MPL Association Affiliate Partner – Advantage	\$2,500	\$2,600
Non-member	\$3,500	\$3,600

2022 EXHIBIT HALL:	(SHOW HOURS)
WEDNESDAY, MAY 11	(4:30 P.M. 6:30 P.M.)
11:00 a.m.–3:00 p.m.	Exhibit Hall Set Up
4:30–6:30 p.m.	Welcome Reception
THURSDAY, MAY 12	(7:00 A.M. 5:00 P.M.)
7:00–8:30 a.m.	Breakfast
10:15–10:45 a.m.	Refreshment Break
2:45–3:15 p.m.	Refreshment Break
FRIDAY, MAY 13	(7:00 A.M. 11:00 A.M.)
7:00–9:00 a.m.	Breakfast
10:15–10:45 a.m.	Refreshment Break
11:00 a.m.–3:00 p.m.	Exhibit Hall Breakdown

PLEASE NOTE: All booths must be show-ready by 3:00 p.m. on Wednesday, May 11. No installation will take place on Thursday, May 12 or Friday, May 13. All booths must remain in place and be staffed during show hours through 11:00 a.m. on Friday, May 13. Each booth must have at least one representative present during the show hours.

Please contact **GINNY MCGUINNESS** at gmcguinness@MPLassociation.org or **240.813.6129** if you have any questions regarding an exhibit booth.

EACH EXHIBIT BOOTH RENTAL INCLUDES:

- Two full meeting registrations to attend entire Conference, including sessions and all food and beverage events. Additional registrations are available at the regular price.
- Names of individuals representing exhibit company printed on attendee list.
- One skirted table, two chairs, and one waste basket.
- Carpeted floors.
- 10'x10' draped exhibit booth.
- 7"x44" booth identification sign with company name.
- Pre- and post-Conference attendee list.
- Company name, logo, and contact information on the Association's website and listing that is distributed in attendee Conference materials.
- Single slide show recognition with company logo running throughout the Conference.
- Booth location assignments will be made by **April 1, 2022**. Sponsors, MPL Association Affiliate Partners, and exhibitors from prior years will receive priority on booth assignments.
- Exhibitors will receive a packet of information for additional services provided by the Association's official exhibitor contractor, Modern Expo.
- The MPL Association reserves the final decision on booth location as outlined above and will make every effort to separate exhibitors in competing service lines.
- 24-hour perimeter security.