

2021-2022 PARTNERSHIP AND BRAND DEVELOPMENT OPPORTUNITIES

- Executive, Strategic, Mission Partnerships
- Digital, Print, and More!

MAXIMIZE YOUR MARKETING DOLLARS

Target – Promote – Reach – Engage – Impact

The MPL Association can assist your company to reach the leaders and decision makers in the medical professional liability insurance industry and help you take your business to the next level.

Introduce new products, establish your presence in the marketplace, reinforce relationships with existing clients and discover new clients from your target audience—all for a great value.

The MPL Association is the leading international association representing medical professional liability (MPL) insurance companies, risk retention groups, captives, trusts, and other entities that share a commitment to the quality delivery of healthcare.

- Members include more than 100 companies that do business in the MPL space
- Members write \$7 billion in U.S. MPL premium and \$2 billion in international MPL premium
- Partnership and Brand Development Opportunities with the MPL Association will assist your organization to:
 - Increase your brand recognition and sales
 - Generate leads and expand your prospect list
 - Drive business development through face-to-face interactions
 - Form lasting relationships with current and new customers
 - Introduce new products to key clients
 - Develop goodwill through your support of the MPL Association community

Turbo-charge your MPL Association Sponsorship in 2022

Become an Executive, Strategic, or Mission Partner

As an Executive, Strategic, or Mission Partner, you get a comprehensive membership, advertising, and sponsorship package, which provides multiple exposure opportunities for your company throughout the year. You'll get high visibility in a full range of MPL Association meetings and media, for maximum impact. These "bundled" packages will give you unparalleled targeted marketing, along with significant savings all aimed at your existing and prospective customers in medical professional liability insurance.

Executive Partnership with the MPL Association offers you an unequaled, year-round opportunity to enhance name recognition and brand awareness, and interact with the MPL insurance industry's key decision makers. The Strategic and Mission Partnerships offer targeted, premium billing at the Association's most prestigious events. Remember, there is no way to put a price tag on the value of sustained exposure to your current clients and prospects, via an ongoing conversation with them on the MPL Association's multiple platforms.

EXECUTIVE SPONSOR \$60,000 (\$77,000+ Value)

- 2022 MPL Association Affiliate Partner – Premium Level (\$11,000 value)
- Platinum Level Sponsor at the 2022 MPL Association Conference (\$35,000 value)
- Meeting sponsor at the 2022 CEO/COO Meeting and Board Governance Roundtable (\$12,000 value)
- Welcome reception sponsor of any one of the 2022 MPL Association workshops of your choice (\$6,000 value)
- MPL Association Newsbriefs banner advertisement for all 12 months of 2022 (includes Platinum Sponsor and Premium Affiliate Partner benefits) (\$9,600 value)
- Website ad with links to sponsor's home page for all 12 months of 2022 (includes Platinum Sponsor and Premium Affiliate Partner benefits) (\$1,200 value)
- Sponsor of one 2022 MPL Association webinar (\$3,000 value)
- A special logo that identifies your company as an MPL Association Executive Partner for use in all of your marketing materials.

STRATEGIC SPONSOR \$35,000 (\$42,000+ Value)

- 2022 MPL Association Affiliate Partner – Premium Level (\$11,000 value)
- Gold Level Sponsor at the 2022 MPL Association Conference (\$25,000 value)
- Networking luncheon sponsor of any one of the 2022 MPL Association workshops of your choice (\$5,000 value)
- Website ad with links to sponsor's home page for 10 months in 2022 (includes Gold Sponsor and Affiliate Partner benefits) (\$1,000 value)
- A special logo that identifies your company as an MPL Association Strategic Partner for use in all of your marketing materials.

MISSION SPONSOR \$25,000 (\$30,000+ Value)

- 2022 MPL Association Affiliate Partner – Premium Level (\$11,000 value)
- Silver Level Sponsor at the 2022 MPL Association Conference (\$15,000 value)
- Breakfast sponsor of any one of the 2022 MPL Association workshops of your choice (\$4,000 value)
- Website ad with links to sponsor's home page for eight months in 2022 year (includes Silver Sponsor benefit) (\$800 value)
- A special logo that identifies your company as an MPL Association Mission Partner for use in all of your marketing materials.

To lock in these unique marketing packages and realize significant savings, respond by December 31, 2022.

Contact **GINNY MCGUINNESS** at **240.813.6129** or **gmcguinness@MPLassociation.org**.

2022 MPL Association Affiliate Partner Program

The MPL Association Affiliate Partner program is structured to meet the needs of product and service providers to the MPL community, such as reinsurers, brokerages, financial service providers, actuaries, technology companies, management and administrative services, and many others. The program provides unparalleled access to the target market you want to reach. This program offers two benefit levels—Premium and Advantage. Each provides unique value for anyone who is looking for a partner that understands lead discovery, brand promotion and awareness, and potential for business expansion within the MPL arena.

BENEFIT	ADVANTAGE LEVEL (COST: \$5,500)	PREMIUM LEVEL (Cost: \$11,000)
<i>Inside Medical Liability</i> magazine Advertisement (print)	Two (2) one-half page, four color display in two issues (selected by MPL Association) of <i>Inside Medical Liability</i> magazine (\$3,900 value)	Full-page, four-color display in four quarterly issues of <i>Inside Medical Liability</i> (\$10,080 value)
Website Banner Ad	Special Advantage Partner rate	Six-month website ad on MPLassociation.org (\$4,600 value)
Newsbriefs Banner Ad	Two-week banner (\$1,000 value)	Four-week banner (\$1,200 value)
MPL Buyers Guide Listing	Linked listing	Banner ad with link to company website
MPL Association Conference Exhibit Booth	Affiliate Partner rate	15% discount from Affiliate Partner rate
MPL Association Conference Registration Fee	Affiliate Partner rate	20% discount from Affiliate Partner rate
Meeting/Workshop Registration Fee	Affiliate Partner rate	20% discount from Affiliate Partner rate
Subscription to <i>Inside Medical Liability</i> magazine	10 subscriptions to <i>Inside Medical Liability</i> magazine (\$1,000 value)	20 subscriptions to <i>Inside Medical Liability</i> magazine (\$2,000 value)
MPL Association Data Sharing Project		
• Specialty Specific Series		
- Complete Set (23 specialties)	Affiliate Partner rate	33% discount from Affiliate Partner rate
- Individual Report	Affiliate Partner rate	50% discount from Affiliate Partner rate
• Closed Claim Studies	Affiliate Partner rate	65% discount from Affiliate Partner rate
• Research Studies	Affiliate Partner rate	Affiliate Partner rate
• Database Queries	-----	Hourly rate; access based on approval of data request
MPL Association Career Center	\$100 discount for 30-day listing	\$200 discount for 30-day listing
Online Member Directory	Company listing	Company listing
E-Newsletter Subscriptions	Unlimited subscriptions to Newsbriefs, Research Notes, and Advocacy Update	Unlimited subscriptions to Newsbriefs, Research Notes, and Advocacy Update
Webinar Registration Fee	Affiliate Partner rate (or free)	40% discount from Affiliate Partner rate (or free)
Website Access	Access to members-only section of the MPL Association website	Access to members-only section of the MPL Association website
Recognition in MPL Association Event Promotional Materials	Inclusion of company name on all membership lists (distributed at all MPL Association events)	Inclusion of company name on all membership lists (distributed at all MPL Association events)
MPL Association Affiliate Partner Logo	Use of the MPL Association Affiliate Partner logo for marketing materials	Use of the MPL Association Premium Affiliate Partner logo for marketing materials
Expertise/Resources	Access to MPL Association in-house expertise and other industry resources	Access to MPL Association in-house expertise and other industry resources
Content Submission Opportunities	Opportunity to submit articles or other content for electronic publication	Priority status for article publication in <i>Inside Medical Liability</i> magazine and electronic publications
Thought-Leader Opportunities	Consideration for speaking opportunities at MPL Association educational events and webinars	Priority consideration for speaking opportunities at MPL Association educational events and webinars



**MEDICAL PROFESSIONAL
LIABILITY ASSOCIATION**

2022 | CALENDAR OF EVENTS

www.MPLassociation.org


FEBRUARY

 **16-18 | Marketing Workshop**
The Westin La Paloma Resort, *Tucson, AZ*

 **16-18 | Dental Workshop**
The Westin La Paloma Resort, *Tucson, AZ*

MARCH

 **16-19 | CEO/COO Meeting**
Omni Scottsdale Resort at Montelucia
Scottsdale, AZ

 **17-19 | Board Governance Roundtable**
Omni Scottsdale Resort at Montelucia
Scottsdale, AZ

MAY


 **11 | Leadership Forum**
The Grand America Hotel, *Salt Lake City, UT*

 **11-13 | MPL Association Conference**
The Grand America Hotel, *Salt Lake City, UT*

SEPTEMBER

 **7-9 | Technology, Human Resources,
and Finance Workshop**
The Nines, *Portland, OR*


OCTOBER

 **5-7 | MPL Association International
Conference**
Ottawa Westin Hotel, *Ottawa, Canada*

 **10-12 | Underwriting Workshop**
The Marquette Hotel, *Minneapolis, MN*

 **12-14 | Claims and Risk Management/
Patient Safety Workshop**
The Marquette Hotel, *Minneapolis, MN*

NOVEMBER

 **1-2 | Introduction to Medical Professional
Liability Insurance Workshop**
Noelle Hotel, *Nashville, TN*

 **3-4 | Corporate Counsel Workshop**
Noelle Hotel, *Nashville, TN*

Future MPL Association Conferences

2023

MAY 17-19

The Roosevelt New Orleans
New Orleans, LA

2024

MAY 8-10

Omni Shoreham
Washington, D.C.

2025

MAY 21-23

JW Marriott Austin
Austin, TX

Stay Customer-Connected all Year!

Enhance Your Brand by Sponsoring an MPL Association Event!

Other Meetings and Workshops in 2022 See Calendar of Events (page 4)

Reach your customers through our many professional meetings and workshops held throughout the year, and throughout the country.

SPONSORSHIP ITEMS AND COSTS

Cost varies based on meeting size. See the MPL Association website for more specific information: Click “Events.”

- Welcome reception (\$3,000-\$6,000)
- Keynote Sessions/Single Track (\$3,000-\$6,000)
- WiFi/Mobile App (\$3,000-\$5,000)
- Lanyard (\$3,000-\$4,000)
- Networking lunch (\$2,500-\$4,000)
- Breakfasts (\$2,500-\$4,000)
- Refreshment Breaks (\$2,500-\$3,500)
- Snack Bar (\$2,500-\$3,500)

SPONSOR BENEFITS

- Up to two complimentary registrations for each sponsorship (members/partners only; non-members receive social networking passes)
- Table and chairs are provided for display near the registration area (note that there is no exhibit hall at workshop/meetings venues)
- Workshop attendee list sent approximately two weeks prior and two weeks after meeting
- Pre-meeting and onsite promotion of sponsor’s corporate brand
- Networking and one-on-one time with targeted prospects and clients.
- Great opportunity to showcase brand and educate prospects

For more information contact **GINNY MCGUINNESS** at **240.813.6129** or **gmcguinness@MPLassociation.org**.

Media Planner

Digital – Print – Online



ADVERTISE IN INSIDE MEDICAL LIABILITY MAGAZINE

Inside Medical Liability is the flagship magazine of the MPL Association. The magazine is distributed to a select nationwide readership of more than 2,000 leaders in the medical professional liability insurance community. CEOs, COOs, chairs, vice chairs, and senior managers of claims, finance, underwriting, marketing, risk management and patient safety, IT, human resources, and many others rely on *Inside Medical Liability* as a prime source of information for making key purchasing decisions.

Readers of *Inside Medical Liability* are active Association members, widely recognized as the leaders in management for their industry. In a recent survey, readers said that they relied on *Inside Medical Liability* for comprehensive coverage of the key developments in the industry.

BANNER DISPLAY IN MPL ASSOCIATION NEWSBRIEFS

MPL Association *Newsbriefs* is a weekly electronic newsletter delivered directly to the inboxes of the decision-makers within Association member companies, every Friday. This e-newsletter offers a unique combination of visibility for your brand, and direct response, through prominent banner ad placement and a direct link to your website.

MPL Association *Newsbriefs* is the best vehicle for obtaining maximum visibility within your target audience: senior-level executives and other professionals in the medical professional liability sector. It is the only e-newsletter dedicated solely to the MPL industry. There are multiple banner ads available in each issue: top, middle one, middle two, and anchor. All banners are 680 x 90 pixels and will click through to a designated URL.

MPL ASSOCIATION WEBSITE Advertising

WEBSITE BANNER ADS

MPL Association offers three sizes of banner ads on its website: Sidebar Premium Placement and Run of Site banner ads are 240 x 220 pixels; Footer Premium Placement and Run of Site banner ads are 300 x 100 pixels; and Industry Services Guide banner ads are 680 x 90 pixels. Banner ads locations are specified by the type of ad contract selected. Please note that Run of Site ads may be in rotation with other advertiser banner ads.

INDUSTRY SERVICES GUIDE LISTING (without banner ad)

List your company name in the MPL Association Industry Services Guide and get recognized by those MPL professionals seeking goods and services.

For ad sizes, rates, and availability, or for more information, contact **SUSAN BEACH** at sbeach@MPLassociation.org.