

2023 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 80 companies that do business in the MPL space
- Members write more than \$7 billion in U.S. MPL premium and more than \$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



POWER-UP YOUR MPL ASSOCIATION PARTNERSHIP IN 2023

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 brand name 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 unequalled, year-round opportunity to enhance name recognition, brand loyalty, and awareness, as well as interact with the MPL insurance industry's key decision makers at the Association's most prestigious events. The Strategic and Mission Partnerships offer targeted, premium billing at the Association's most desirable 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 PARTNER

\$60,000 (\$90,000+ Value)

- Affiliate Partner Premium Level and all benefits therein (\$11,000 value)
- Platinum Sponsor at the 2023 MPL Association Conference and all benefits therein (\$35,000 value)
- Meeting sponsor at the 2023 CEO/COO Meeting and Board Governance Roundtable (\$12,000 value)
- Welcome reception sponsor of any one of the 2023 MPL Association workshops of your choice (\$6,000 value)
- Sponsor of four MPL Association webinars-assigned by MPL Association (\$4,000 value)
- Inside Medical Liability Online pop-up ad – 2/year (\$8,100 value)
- Website sidebar ad – 12 months (\$6,900 value)
- Inside Medical Liability Online top of article banner – 2/year (\$6,000 value)
- Newsbriefs newsletter banner ad – 6 months (\$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 PARTNER

\$35,000 (\$55,000+ Value)

- Affiliate Partner Premium Level and all benefits therein (\$11,000 value)
- Gold Sponsor at the 2023 MPL Association Conference and all benefits therein (\$25,000 value)
- Networking luncheon sponsor of any one of the 2023 MPL Association workshops of your choice (\$5,000 value)
- Inside Medical Liability Online run-of-site banner – 4/year (\$8,400 value)
- Website sidebar ad – 10 months (\$4,750 value)
- Newsbriefs newsletter banner ad – 6 weeks (\$1,500 value)
- A special logo that identifies your company as an MPL Association Strategic Partner for use in all of your marketing materials.

MISSION PARTNER

\$25,000 (\$40,000+ Value)

- Affiliate Partner Premium Level and all benefits therein (\$11,000 value)
- Silver Level Sponsor at the 2023 MPL Association Conference and all benefits therein (\$15,000 value)
- Breakfast sponsor of any one of the 2023 MPL Association workshops of your choice (\$4,000 value)
- Inside Medical Liability Online run-of-site banner – 2/year (\$4,800 value)
- Website sidebar ad – 8 months (\$4,000 value)
- Newsbriefs newsletter banner ad – 4 weeks (\$1,000 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, year-round marketing and sponsor packages and realize significant savings, respond by December 31, 2022. Contact **GINNY MCGUINNESS** at Membership@MPLassociation.org.

2023 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)
NEW! Online Digital Advertising Opportunities: <i>Inside Medical Liability</i> online content; MPL <i>Newsbriefs</i> ; and MPL Association website	For full digital advertising opportunities, go to www.MPLassociation.org/digital-ads (\$4,100 value)	For full digital advertising opportunities, go to www.MPLassociation.org/digital-ads (\$13,750 value)
MPL Buyers Guide Listing	Linked listing	Banner ad with link to company website
MPL Association Conference Exhibit Booth	\$1,000 discount from non-member rate	\$1,600 discount from non-member rate
MPL Association Conference Registration Fee	\$200 discount from non-member rate	\$450 discount from non-member rate
Meeting/Workshop Registration Fee	Affiliate Partner rate	\$200 discount from Affiliate Partner rate
<i>Inside Medical Liability</i> online content	Up to 10 full access online subscriptions (\$1,000 value)	Up to 25 full access online subscriptions (\$2,500 value)
MPL Association Data Sharing Project		
• MPL Snapshots	Free	Free
• DSP Highlight	Free	Free
• Research Notes	Free	Free
• Data Query Requests	Free*	Free*
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	Free	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 digital content	Priority consideration for article submission and publication, and sponsored content opportunities
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

*Cost dependent on the purpose, data specifications, and time needed to conduct the query.



**MEDICAL PROFESSIONAL
LIABILITY ASSOCIATION**

2023

CALENDAR OF EVENTS

www.MPLassociation.org

FEBRUARY

15-17 | Marketing Workshop

The Westin Las Vegas, *Las Vegas, NV*

15-17 | Dental Workshop

The Westin Las Vegas, *Las Vegas, NV*

MARCH

15-18 | CEO/COO Meeting

Omni Scottsdale Resort at Montelucia, *Scottsdale, AZ*

16-18 | Board Governance Roundtable

Omni Scottsdale Resort at Montelucia, *Scottsdale, AZ*

MAY

17 | Leadership Forum

The Roosevelt Hotel New Orleans, *New Orleans, LA*

17-19 | MPL Association Conference

The Roosevelt Hotel New Orleans, *New Orleans, LA*

SEPTEMBER

18-20 | Underwriting Workshop

Kimpton Hotel Monaco Pittsburgh, *Pittsburgh, PA*

20 | International Risk Management Seminar

Kimpton Hotel Monaco Pittsburgh, *Pittsburgh, PA*

20-22 | Claims and Risk Management/Patient Safety Workshop

Kimpton Hotel Monaco Pittsburgh, *Pittsburgh, PA*

OCTOBER

5-6 | Corporate Counsel Workshop

The Coeur d'Alene Resort, *Coeur d'Alene, ID*

NOVEMBER

8-10 | Technology, Human Resources, and Finance Workshop

(Hotel to be announced), *Dallas, TX*

FUTURE MPL ASSOCIATION CONFERENCES

<p>2024 MAY 8-10 Omni Shoreham <i>Washington, D.C.</i></p>	<p>2025 MAY 21-23 JW Marriott Austin <i>Austin, TX</i></p>
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STAY CUSTOMER-CONNECTED ALL YEAR!

Enhance Your Brand by Sponsoring an MPL Association Event!

Other Meetings and Workshops in 2023 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 Membership@MPLassociation.org.