

2024 PARTNERSHIP AND BRAND DEVELOPMENT OPPORTUNITIES

Executive, Strategic, Mission Partnerships

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 2024

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

\$65,000 (\$90,000+ Value)

- Affiliate Partner Premium Level and all benefits therein (\$12,000 value)
- Platinum Sponsor at the 2024 MPL Association Conference and all benefits therein (\$37,000 value)
- Meeting sponsor at the 2024 CEO/COO Meeting and Board Governance Roundtable (\$12,000 value); includes access for 4 sponsor executives to attend
- Welcome reception sponsor of any one of the 2024 MPL Association workshops or sponsorship of other targeted audience event of your choice (\$7,000 value)
- Sponsor of four MPL Association webinars (1 per quarter) – assigned by MPL Association (\$5,000 value)
- Inside Medical Liability Online – 2 sponsored content articles per year (\$6,000 value)
- Inside Medical Liability Online top banner (2/year) and middle of article banner (2/year) (\$10,000 value)
- Website sidebar ad – 12 months (\$6,900 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

\$40,000 (\$55,000+ Value)

- Affiliate Partner Premium Level and all benefits therein (\$12,000 value)
- Gold Sponsor at the 2024 MPL Association Conference and all benefits therein (\$27,000 value)
- Networking luncheon sponsor of any one of the 2024 MPL Association workshops or sponsorship of other targeted audience event of your choice (\$6,000 value)
- Inside Medical Liability Online –2 sponsored content articles per year (\$6,000 value)
- Inside Medical Liability Online top banner (1/year) and middle of article banner (2/year) (\$7,000 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

\$30,000 (\$40,000+ Value)

- Affiliate Partner Premium Level and all benefits therein (\$12,000 value)
- Silver Level Sponsor at the 2024 MPL Association Conference and all benefits therein (\$17,000 value)
- Breakfast sponsor of any one of the 2024 MPL Association workshops or sponsorship of other targeted audience event of your choice (\$5,000 value)
- Inside Medical Liability Online –2 sponsored content articles per year (\$6,000 value)
- Inside Medical Liability Online middle banner – 2/year (\$4,000 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 January 31, 2024. Contact **GINNY MCGUINNESS** at **Membership@MPLAssociation.org**.

2024 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: \$6,000)	PREMIUM LEVEL (Cost: \$12,000)
Online Digital Advertising Opportunities: <i>Inside Medical Liability</i> online content; MPL <i>Newsbriefs</i> ; and MPL Association website	For full digital advertising opportunities and specs, go to www.MPLassociation.org/digital-ads	For full digital advertising opportunities and specs, go to www.MPLassociation.org/digital-ads
MPL Buyers Guide Listing	Linked listing	Banner ad with link to company website
MPL Association Conference Exhibit Space	\$1,100 discount from nonmember rate	\$1,800 discount from nonmember rate
MPL Association Conference Registration Fee	\$200 discount from nonmember rate	\$500 discount from nonmember rate
Workshop Registration Fee	Affiliate Partner rate (\$1,295)	\$300 discount from Affiliate Partner rate
<i>Inside Medical Liability</i> online access	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 Report	Free	Free
• DSP Highlight	Free	Free
• Data Query Requests	Free*	Free*
MPL Insurance Sector Report	\$300 discount from nonmember rate	\$300 discount from nonmember rate
MPL Insurance – A Practitioner's Primer	\$15 discount from nonmember rate	\$30 discount from nonmember rate
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 MPL <i>Newsbriefs</i> and <i>Advocacy Update</i>	Unlimited subscriptions to MPL <i>Newsbriefs</i> and <i>Advocacy Update</i>
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
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**

www.MPLassociation.org

2024

CALENDAR OF EVENTS

FEBRUARY

14-16 | Marketing Workshop
Thompson Savannah, *Savannah, GA*

14-16 | Dental Workshop
Thompson Savannah, *Savannah, GA*

MARCH

20-23 | CEO/COO Meeting
The Westin Kierland, *Scottsdale, AZ*

21-23 | Board Governance Roundtable
The Westin Kierland, *Scottsdale, AZ*

MAY

8 | MPL Claims Defense Forum
Omni Shoreham, *Washington, D.C.*

8 | Leadership Forum
Omni Shoreham, *Washington, D.C.*

8-10 | MPL Association Conference
Omni Shoreham, *Washington, D.C.*

SEPTEMBER

23-25 | Underwriting Workshop
Omni Scottsdale Resort at Montelucia, *Scottsdale, AZ*

24-25 | Corporate Counsel Workshop
Omni Scottsdale Resort at Montelucia, *Scottsdale, AZ*

**25-27 | Claims and Risk Management/
Patient Safety Workshop**
Omni Scottsdale Resort at Montelucia, *Scottsdale, AZ*

2024 CALENDAR

JANUARY							FEBRUARY							MARCH								
MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU		
1	2	3	4	5	6	7				1	2	3	4					1	2	3		
8	9	10	11	12	13	14	5	6	7	8	9	10	11	4	5	6	7	8	9	10		
15	16	17	18	19	20	21	12	13	14	15	16	17	18	11	12	13	14	15	16	17		
22	23	24	25	26	27	28	19	20	21	22	23	24	25	18	19	20	21	22	23	24		
29	30	31					26	27	28	29	30	31		25	26	27	28	29	30	31		
APRIL							MAY							JUNE								
MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU		
1	2	3	4	5	6	7				1	2	3	4	5							1	2
8	9	10	11	12	13	14	6	7	8	9	10	11	12	3	4	5	6	7	8	9		
15	16	17	18	19	20	21	13	14	15	16	17	18	19	10	11	12	13	14	15	16		
22	23	24	25	26	27	28	20	21	22	23	24	25	26	17	18	19	20	21	22	23		
29	30						27	28	29	30	31			24	25	26	27	28	29	30		
JULY							AUGUST							SEPTEMBER								
MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU		
1	2	3	4	5	6	7					1	2	3	4							1	
8	9	10	11	12	13	14	5	6	7	8	9	10	11	2	3	4	5	6	7	8		
15	16	17	18	19	20	21	12	13	14	15	16	17	18	9	10	11	12	13	14	15		
22	23	24	25	26	27	28	19	20	21	22	23	24	25	16	17	18	19	20	21	22		
29	30	31					26	27	28	29	30	31		23	24	25	26	27	28	29		
OCTOBER							NOVEMBER							DECEMBER								
MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU	MO	TU	WE	TH	FR	SA	SU		
	1	2	3	4	5	6					1	2	3							1		
7	8	9	10	11	12	13	4	5	6	7	8	9	10	2	3	4	5	6	7	8		
14	15	16	17	18	19	20	11	12	13	14	15	16	17	9	10	11	12	13	14	15		
21	22	23	24	25	26	27	18	19	20	21	22	23	24	16	17	18	19	20	21	22		
28	29	30	31				25	26	27	28	29	30		23	24	25	26	27	28	29		
														30	31							

**2025 FUTURE
MPL ASSOCIATION
CONFERENCE**

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 2024 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; nonmembers receive social networking passes)
- Table and chairs are provided for display near the registration area (note that there is no exhibit hall at workshop/meeting 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.