



MMGMA 2010 SUMMER CONFERENCE

Navigating the New Economy

Arrowwood Resort & Conference Center
Alexandria, Minnesota

Wednesday - Friday, August 4-6, 2010

*(Exhibit set up Wednesday, tear down late Thursday afternoon,
no exhibits on Friday)*

EXHIBITOR PROSPECTUS

About the Attendees

The 200+ MMGMA members expected to attend the 2010 Summer Conference represent enormous purchasing power. MMGMA, with over 700 regular and affiliate members, is the oldest and largest state affiliate of the national organization, Medical Group Management Association. The Association includes supervisors, managers, administrators, physicians in administration and other top group practice management. These individuals represent hundreds of medical groups from Minnesota, North Dakota and Wisconsin ranging in size from 2 to 500+ physicians.

Conference Site & Exhibit Area

The conference will be held at the Arrowwood Resort & Conference Center, 2100 Arrowwood Lane NW, Alexandria, Minnesota 56308. There are a limited number of booths available for exhibit space. The Association recognizes that exhibits are an integral part of the total conference program. We are aware that we need up-to-date information and demonstration of products which are essential to the smooth and efficient operation of our medical groups. MMGMA owes you the greatest attendance it can produce. For this reason, our conference program will be structured to encourage maximum attendance in the Resource Center.

General Information

Standard Booth Specifications: Booths are 8' deep x 10' wide in size and the price for each booth is \$650. If your organization participates in the MMGMA corporate sponsorship program, you may be eligible for a discount depending on the level of sponsorship you provide. Discounts apply to booth rate only and not additional

tickets or registrants for the Exhibition. Standard booth construction includes 8' high flameproof drapery backgrounds and 3' high side dividers. All booths include one 8' draped table and two chairs, and one identification sign. Booth registration includes conference registration for two (2) exhibitor representatives. Additional representatives are required to pay an additional registration fee of \$200 each (including meals). Wireless internet is free of charge at Arrowwood.

Electricity and power strips must be ordered directly through Arrowwood Resort & Conference Center. Please call Arrowwood at (320) 762-1124 to obtain an order form, or request a form from the MMGMA Office.

Signs: Each exhibit will be furnished with one identification sign on which will be printed the name of the organization and the booth number. Additional signs may be ordered through A&N Convention Services at (320) 253-4050.

Exhibit Installation and Dismantling: Exhibits may be set up beginning at 1:00 PM until 5:30 PM on Wednesday, August 4, and must be in place by 7:00 AM the next day. Booth dismantling may begin following the afternoon break on Thursday, August 5 and must be completed by 6:00 PM that same day. There will not be exhibits on Friday, August 6, 2010. Exhibitors are welcome to participate in the evening activities on Thursday, August 5 and in the educational sessions on Friday, August 6, even though there are no exhibits on Friday. No exhibits may be erected after the exhibition opens or may be dismantled before the official closing time. Setting up, tearing down, and removal of exhibits are the responsibility of the exhibitor. Should the exhibitor fail to remove their exhibit, the removal will be arranged by the conference management at the exhibitor's expense.

Application for Space: Full payment of \$650 is required with return of the enclosed contract. Mail, fax or email contract and payment by June 27, 2010 to: MMGMA Exhibits, 4248 Park Glen Road, Minneapolis, MN 55416, fax (952) 929-1318, email info@mmgma.org.

Cancellation: Cancellation of space, including space reduction, must be made in writing and sent to MMGMA Exhibits, 4248 Park Glen Road, Minneapolis, MN 55416. A cancellation fee of \$250 per booth will be charged to an exhibitor who cancels contract prior to or on June 7, 2010. Cancellation after June 7, 2010 obligates the exhibitor to full payment of rental.

Assignment of Space: No assignments will be made until full payment is received. MMGMA reserves the right to assign all space in the best interest of the Association and the conference without regard to requests, and reserves the right to reassign booths when necessary. When booth numbers are assigned (one month prior to the event), a confirmation of the assignment will be mailed to you by MMGMA.

Booth Equipment and Services: The official general services contractor for the conference is A&N Convention Services from whom furniture, draperies, signs, and labor are available. Order forms and price lists covering these and other items will be emailed to you by A&N Convention Services four to six weeks before the event. The assembling and dismantling of displays must be done by either full-time employees of the exhibiting company or by A&N Convention Services. The handling, placing, or setting out of merchandise that is to be displayed may also be done by either full-time employees of the exhibiting company or by A&N Convention Services.

Shipping and Handling: Exhibiting companies have two shipping options, outlined below. More information is available in the Exhibitor Service Manual that will be sent to each exhibitor.

1. Ship directly to Arrowwood Resort & Conference Center. Arrowwood will provide receiving, handling, and shipping services upon receipt of written authority. Exhibitors must ship all materials directly to: 2100 Arrowwood Lane NW, Alexandria MN 56308. The shipping label must include a contact name, company name, and "MMGMA Summer Conference, August 4-5, 2010." **Shipments will be accepted one week prior to the start of the conference.**

2. Ship to A&N Convention Services. A&N Convention Services will provide receiving, handling, and shipping services upon receipt of written authority. Exhibitors must ship all materials directly to: (Name of Company Exhibiting and Booth Number), For MMGMA Summer Conference c/o A&N Convention Services, 3028 37th Avenue SE, St. Cloud, MN 56304. **Shipments will be accepted thirty (30) days prior to the start of the conference.**

Terms and Conditions

1. Cost of Space: \$650 per 8' x 10' booth. Discounts are available by participating in the MMGMA sponsorship programs.

2. Standard Booth Arrangements: The contract price includes:

A. Booth size 8' deep x 10' wide.

B. Colored, flameproof draperies 8' high at back, 3' high on sides, selected by conference management.

C. One line exhibitor sign, showing company name and booth number.

D. One 8' draped table with two chairs.

E. Registration for two representatives (including meals).

3. Exhibits Location and Floor Plan: Exhibits will be located as shown on the official floor plan. All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. The exhibit management reserves the right to make such modifications as may be necessary to meet the needs of the exhibitors and the exhibit program.

4. Assignment of Space: MMGMA reserves the right to assign all space in the best interest of the Association and the conference without regard to requests, and reserves the right to reassign booths when necessary.

5. Exhibit Hours: Exhibit area will be open to conference attendees 7:00 AM to approximately 3:00 PM on Thursday, August 5. Please review the confirmation letters sent to you by the MMGMA office for additional details and exact times. There are no exhibits on Friday, August 6, 2010.

6. Terms: Full payment is required with signed contract. Make checks payable to the Minnesota Medical Group Management Association and mail to: MMGMA Exhibits, 4248 Park Glen Road, Minneapolis, MN 55416, phone (952) 928-4644. If paying by credit card, fax contract to (952) 929-1318 or email scanned contract to info@mmgma.org.

7. Cancellation of Exhibit Contract:

A. Cancellation: Cancellation of space must be made in writing and sent to: MMGMA Exhibits, 4248 Park Glen Road, Minneapolis, MN 55416. A cancellation fee of \$250 per booth will be charged to an exhibitor who cancels the contract prior to or on June 7, 2010. Cancellation after June 7, 2010 obligates the exhibitor to full payment of rental. To ensure the best available booth locations to MMGMA Summer Conference exhibitors, the Association has authority to reassign booth space that is cancelled by an organization without refund of fees paid.

B. Failure to occupy space: Space not occupied by the close of the exhibit installation period as specified in the accompanying material will be forfeited by the exhibitor, and this space may be resold, reassigned or used by the conference management. If the exhibit is on hand, the conference management reserves the right to assign labor to set up a display that is not in the process of being erected by the given deadline and to instruct that the exhibitor be billed for all charges thus incurred.

C. References: MMGMA reserves the right to request references from any exhibitor. MMGMA may, in its sole discretion and without liability to exhibitor, cancel this contract if such references are not satisfactory to MMGMA. If the contract is cancelled pursuant to this paragraph, all registration fees will be refunded to exhibitor.

8. Decorator: A&N Convention Services will serve as the general service contractor for the conference. Furniture, extra draperies, shipping and labor are available through A&N Convention Service at (320) 253-4050. Wireless internet is free at Arrowwood. Electricity and audiovisual equipment are available through Arrowwood Resort & Conference Center. Please call Arrowwood at (320) 762-1124 to obtain an order form, or request a form from the MMGMA Office.

9. Shipping information: Either Arrowwood Resort & Conference Center or A&N Convention Services will provide receiving, handling, and shipping upon receipt of written authority. All shipments must be shipped prepaid.

10. Property: All property of the exhibitor remains under his/her custody and control in transit to and from the exhibit area and while it is in the confines of the exhibit area. Neither the management, its service contractors, the management of the exhibit area, MMGMA, nor any of the officers, staff members, or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism, or any other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

11. Construction, Installation, and Use of Exhibits and Exhibit Facilities:

A. Acceptability of Exhibits: All exhibits shall serve the interests of the members of MMGMA and shall be operated in a way that will not detract from other exhibits, the exhibition, or conference as a whole. The conference management reserves the right to

require the immediate withdrawal of any exhibit which MMGMA believes to be injurious to the purpose of the Association.

B. Restrictions and Use of Space: No exhibitor shall sublet, assign, or share any of the space allocated to him without the written consent of the convention management. Solicitations or demonstrations by exhibitors must be confined within the bounds of their own respective booths. It is understood an exhibitor will not make direct sales involving delivery at the conference. Aisle space shall not be used for exhibit purposes. Display signs and displays are also prohibited in any of the public space or elsewhere on the premises of the conference facilities, guest rooms, or hallways. Social activities sponsored by an exhibitor which might conflict with the conference schedule must be cleared with the conference management. Operation of sound devices is allowed if the exhibitor complies with restrictions on volume level. Exhibitors who wish to provide food or beverages to attendees while in the Resource Center or on Arrowwood premises must get prior approval through Arrowwood Resort and Conference Center at (320) 762-1124, and may or may not be required to order the catering through Arrowwood.

C. Construction of Exhibits: Exhibits shall be constructed and arranged so that they neither obstruct the general view nor hide the exhibits of others. No side wall higher than 36" may extend forward from the back wall more than one half the depth of the exhibit space. Exhibitors desiring to use other than standard booth equipment and signs, or material conflicting in any way with the above regulations, should submit two copies of a detailed sketch of the proposed layout at least 60 days before the conference or before construction is ordered and receive written approval from the conference management.

D. Appearance of Exhibits: Any part of the exhibit which does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the exhibitor's expense. Management reserves the right to have such finishing done and to bill the exhibitor for charges incurred.

E. Installation and Dismantling of Exhibits: Exhibits may be set up beginning at 1:00 PM until 5:30 PM on Wednesday, August 4, and must be in place by 7:00 AM the next day. Booth dismantling may begin following the afternoon break on Thursday, August 5 and must be completed by 6:00 PM that same day. No exhibits may be dismantled before the official closing time. Setting up, tearing down, and removal of exhibits are the responsibility of the exhibitor. Should the exhibitor fail to remove their exhibit, the removal will be arranged by the conference management at the exhibitor's expense.

F. Receiving, Unloading, Moving, and Handling of Exhibitor's Materials:

If assistance is needed for unloading, moving exhibits or displays to the exhibit floor or display room, spotting and/or erecting same, and to dismantle, create or replace in storage, contact A&N Convention Services.

G. Fire and Safety Regulations: All local regulations will be strictly enforced, and the exhibitor assumes responsibility for compliance with such regulations. All materials used in the exhibit area must be flameproof and fire resistant in order to conform to local fire ordinances and regulations of the local fire department. Crepe paper, corrugated paper, styrofoam and foamcore, flameproof or otherwise, will not be permitted. All packing containers, excelsior, and wrapping paper should be removed from the exhibit area. Display racks, signs, spotlights, and special equipment must be approved before use, and all displays are subject to inspection by the local fire department. Any found to be hazardous may be ordered dismantled. All aisles and exits must be kept clear at all times. Fire stations and fire extinguisher equipment are not to be covered or obstructed.

H. Protection of Arrowwood Resort & Conference Center:

Acceptance of exhibit space makes it obligatory on the part of the exhibitors that they shall not deface, injure, or mar the exhibit area. Nothing shall be pasted, tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the building and furniture. The use of crowbars, hand spikes, or any other tool or material which could cause damage to the floor or walls is prohibited. Any damage done shall be paid for by the exhibitor.

12. Liability:

A. Limitation of Liability: This contract shall not constitute or be considered a partnership, joint venture or agency between MMGMA and the exhibitor. It is agreed that exhibitors will assume entire responsibility and hereby agree to protect, indemnify, and defend and hold MMGMA, Arrowwood Resort & Conference Center, and A&N Convention Services and their employees and agents harmless against all claims, losses and damages to persons or property, government charges or fines and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, occupancy or use of exhibition premises or any part thereof, excluding any such liabilities caused by the sole negligence of MMGMA, Arrowwood Resort & Conference Center or A&N Convention Services, its employees, or agents. In addition, exhibitors acknowledge that the MMGMA, Resort & Conference Center and A&N Convention Services do not maintain insurance coverage for exhibitor's property or injury to exhibitor or its representatives, agents, employees, licensees or

invitees. It is recommended that exhibitor obtain adequate insurance coverage, at its own expense, for property loss or damage and liability for personal injury.

B. Security: Arrangements may be made by the planner/promoter.

13. Cancellation or Postponement of Conference:

In the event the conference is postponed due to any occurrence not occasioned by the conduct of MMGMA, Arrowwood Resort & Conference Center or the exhibitor, or that such occurrence be an act of God or the result of war, riot, civil commotion, sovereign conduct, or the act or conduct of any person or persons not party or privy to this contract, then the performance of such parties under this contract shall be excused for such period of time as is reasonably necessary after such occurrence to remedy the effects thereof, and in any event for the duration of such postponement. In the event that such occurrence results in cancellation of the conference, each party hereby releases the other from all obligations under this contract.

Resources & Information

Booth space is limited. Return your application with payment before or on June 27, 2010. The past conferences have sold out booth space well in advance of the deadline. Please get your contract in early.

Mail completed exhibit contracts to:

MMGMA Exhibits
4248 Park Glen Road
Minneapolis, MN 55416

If paying by credit card, contracts may also be faxed to (952) 929-1318 or scanned and emailed to info@mmgma.org. For questions concerning exhibit contracts, booths, registration or additional information, call the MMGMA office (952) 928-4644.

Hospitality Suites, Sponsorships and Special Events:

Robert Starosta
Suburban Radiologic Consultants, Ltd.
bstarosta@subrad.com / (952) 837-9754
or
Pamela Wolfe
Sound Sleep Centers
pwolfe@abeosleep.com / (763) 315-4300

Shipping, Handling, Decorator:

A&N Convention Services
PO Box 6215
St. Cloud, MN 56302
(320) 253-4050 / Fax: (320) 253-3324
info@anconvention.com

MMGMA 2010 SUMMER CONFERENCE

Navigating the New Economy

Arrowwood Resort & Conference Center | Alexandria, Minnesota

Wednesday - Friday, August 4-6, 2010

(Exhibit set up Wednesday, tear down late Thursday afternoon, no exhibits on Friday)



EXHIBIT CONTRACT - PART I

Exhibitor agrees that: 1. This application for exhibit space indicates applicant's willingness to abide by all accompanying terms, conditions, and general regulations, as well as any additional rules or regulations the management deems necessary to the success of the exhibition.

2. Full payment of \$650 is required with return of this application. A cancellation fee of \$250 per booth will be charged to exhibitors who cancel a contract prior to or on June 7, 2010. Cancellation after June 7, 2010 obligates the exhibiting company to full payment of rental.

Please **TYPE OR PRINT** all requested information.

CONTACT INFORMATION

1. Confirmation letters and paperwork will be sent to this person

Contact Name _____

Company Name _____

Company's Affiliate Member Name(s) _____

(Please note: All exhibiting and sponsoring companies are required to purchase a minimum of one Affiliate Membership with MMGMA. Call the MMGMA Office if you want to find out if your company holds a membership, or visit www.mmgma.org to join online)

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____ Website _____

2. Information to be published in Exhibitor Directory (if different from above)

Firm Name _____ Contact _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

Email _____ Website _____

EXHIBIT INFORMATION

3. Reserve space in the order of preference indicated below (see floor plan for booth numbers).

Total number of booths desired: _____

Indicate at least six preferences: 1st choice _____ 2nd _____ 3rd _____ 4th _____ 5th _____ 6th _____

4. Registrations & Tickets

Booth fee includes registrations for up to two company representatives to attend the conference. Additional registrations may be ordered.

Complimentary Registrations:

Name _____ Name _____

Additional Registrations:

Name _____ \$200 _____ Name _____ \$200 _____

5. Resource Center Savings! booklet

Check here if you want to be included in the NEW exhibitor coupon book, *Resource Center Savings!*, to be inserted into all MMGMA 2010 Summer Conference attendees tote bags. The fee is **\$50 per coupon**, and the coupon will include the following information (please fill in the blanks). Coupons must be reserved by June 18, 2010.

Company Name _____

Booth Number (MMGMA will fill this in when numbers are assigned) _____

Prize, discount or service given to attendees upon redeeming the coupon at your booth _____

(examples: 25% off a service that your company provides, a chance to win an iPod, a free first aid kit, etc.)

SIDE I OF II - CONTRACT CONTINUES ON BACK SIDE.

MMGMA 2010 SUMMER CONFERENCE | EXHIBIT CONTRACT (CONTINUED)

6. Product/Service Description

We want to educate our attendees about your product or service. Please attach a 30 word description outlining your company's product or service. If no description is provided, we will pull information from the last MMGMA conference materials. If you were not part of our last conference, and you do not provide information, no description will appear in the conference materials.

7. Company Categorization

To ensure conference attendees find the services they need from our valued exhibitors, please circle which categories (TWO maximum) that best describe the nature of your business:

| | | |
|--------------------------------------|--|--|
| Accreditation/Education | Facility Services | Outsourced Services |
| Ancillary Services | Files/Records Management | Patient Communications |
| Appointment/Scheduling Systems | Financial Services | Patient Privacy Products & Services |
| Architectural/Planning/Design Build | Insurance | Patient Satisfaction/Patient Services |
| Banking | Interior Design | Payer Contracting/Negotiation Tools |
| Claim Submission/ Clearinghouse/ EDI | Internet Service Providers/ Telecommunications | Periodicals /Publications |
| Clinical Information Systems | IT Hardware/Software Products & Services | Pharmaceuticals |
| Coding Services | Lab/Diagnostic Products & Services | Practice Management Services |
| Coding Systems & Software | Language Service Providers/Translation | Practice Management Systems & Software |
| Collections/Profit Recovery | Leasing/Capital Financing | Printing and Promotion |
| Construction Services | Legal Services | Product Evaluation Services |
| Consulting Services | Logistic Services | Real Estate |
| CPA/Accounting | Management Services | Revenue Cycle Management |
| Design Services | Marketing Services | Telephone/Answering Products & Services |
| Document Management/Imaging | Medical Apparel | Transcription/Speech Recognition/Dictation |
| EHR/EMR | Medical Equipment/Supplies/Group Purchasing | Website Developers |
| Electronic Payment/Processing | Office Supplies/Equipment | |
| Employment/Recruitment/HR Services | Other | |

8. One-line booth sign should read as follows: _____

PAYMENT INFORMATION

Discounts Available:

- Silver Sponsor = 10% off booth fee (-\$65.00)
- Gold Sponsor = 15% off booth fee (-\$97.50)
- Platinum Sponsor = 20% off booth fee (-\$130)

9. Cost per 8'x10' booth: \$650 Summer Conference \$ _____
 Less any sponsor discount (see above box) \$ _____
 Add coupon _____ Qty. x \$50 (see #5 on prior page) \$ _____
**Coupons must be reserved by June 18, 2010*
Total Due **\$ _____**

Check (made payable to MMGMA) Credit Card (Visa, MasterCard, American Express or Discover)

Name on Card _____
 Card # _____ Expiration Date _____
 Signature _____

10. Authorized Signature (unsigned contracts will not be processed):

By _____
 Title _____ Date _____

Please check this box if you are interested in gaining additional visibility for your organization via a conference sponsorship opportunity.

Please sign and return this copy (make a copy for your file) with payment.

Please make check payable to MMGMA
 and send to MMGMA Exhibits
 4248 Park Glen Road
 Minneapolis, MN 55416
 phone (952) 928-4644 | fax (952) 929-1318

For MMGMA Use:
 Date Received _____
 Representatives # _____
 Payment Check/CC# _____
 Assignment _____
 Confirm. Letter _____
 Total _____

Application must be received before June 27, 2010.