

EXHIBITOR PROSPECTUS



MARCH 7-10, 2012 « MANCHESTER GRAND HYATT SAN DIEGO

AMGA

2012 Annual Conference



Learning from the Best!



Who Will Attend

This conference will be attended by a wide spectrum of medical group leaders:

- CEOs, Presidents, Board Chairs
- CAOs, COOs, Administrators, Executive Directors
- Medical Directors, CMOs
- CFOs, Vice Presidents
- Board Members
- Compliance Officers
- Department Directors
- Information Systems Managers
- Pharmacy Department Managers
- Directors of Quality Management
- Directors of Research in Quality
- Senior Managers of Clinical Effectiveness
- Directors of Research
- Directors of Human Resources
- Directors of Marketing

The AMGA Annual Conference is the only meeting where the average attendee:

- is a top decision maker for his/her group
- is from a group with more than 100 physicians
- contracts with 9 HMOs
- manages 14 satellite locations



Dear Colleague:

You are invited to participate as an exhibitor at the American Medical Group Association® 2012 Annual Conference on Wednesday, March 7 through Saturday, March 10, 2012 at the Manchester Grand Hyatt San Diego in San Diego, California.

The AMGA Annual Conference is unique in that it brings together physician and non-physician executives from the nation's leading healthcare organizations, medical groups, academic/faculty practices, integrated delivery systems, and physician-owned and -operated IPAs. The financial support we receive from organizations such as yours enables us to present a dynamic conference featuring well-known industry experts presenting in general and breakout sessions as well as receptions and events where valuable networking takes place among colleagues and friends.

This year we will continue our tradition of having numerous activities in the Exhibit Hall, beginning with the opening Welcome Reception on Thursday, March 8. On Friday, we will hold the continental breakfast, a progressive lunch, all of the refreshment breaks, and "Happy Hour" in the Exhibit Hall. Breakfast will be served in the Exhibit Hall on Saturday and the hall will remain open through the morning refreshment break. These opportunities offer both an interactive exhibit area and a relaxed environment for meeting one-on-one with decision makers from the nation's leading healthcare organizations. To maximize exposure to our attendees, contributors are invited to participate as conference registrants in educational and social activities and to provide additional support to enrich the conference experience for attendees and your organization. Additionally, every booth will be provided with complimentary Lead Retrieval Systems.

We are offering a variety of incentives to encourage attendees to visit the Exhibit Hall. Building on the success of last year's "Take a Tour of the Washington Mall" game in Washington, D.C., we will be creating a new game in 2012. Information on the details of this game will be announced at a future date.

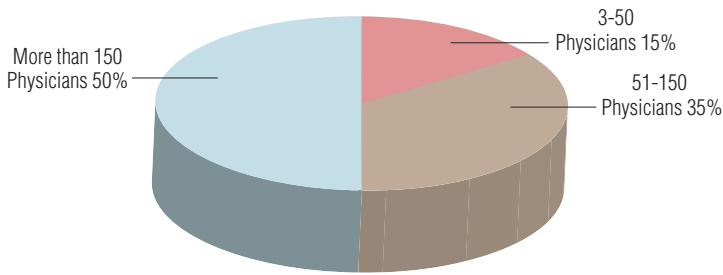
We also invite exhibitors to participate in the popular AMGF Silent Auction. If your organization donates items to be auctioned, AMGA will invite attendees to view the items at your booth in the Exhibit Hall and your company will be included in key conference marketing materials. An AMGF logo displayed outside your booth also will designate your participation.

This prospectus includes complete information on opportunities available at the AMGA 2012 Annual Conference, offering a number of valuable participation levels. This is an extremely popular event (for the past five years, we have sold out of booths early), and we encourage you to reserve your space early due to the fact that we limit the number of booths in order to increase your contact with attendees. We look forward to seeing you in March.

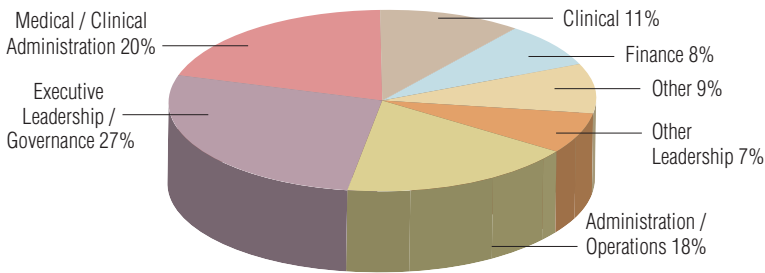
Sincerely,

Donald W. Fisher, Ph.D., CAE
President and Chief Executive Officer

Attendees by Group Size (FTE MDs)



Attendees by Function Area



What Is AMGA?

AMGA is a trade association representing more than 390 multispecialty medical groups and organized systems of care. More than 117,000 physicians practice in AMGA member organizations. Our members provide healthcare services for nearly 110 million Americans (nearly 1 in 3 Americans). Each medical group member has, on average, 14 satellite locations. AMGA is primarily responsible for providing products and services to its members, but it also makes products and services available to non-members. AMGA members are located in 49 states and include the most widely recognized and prestigious medical groups in America. AMGA membership is as varied as the healthcare market in general. Some members are stand-alone, fee-for-service driven organizations; some are physician-owned and -operated IPAs; and others are integrated with hospitals and/or health plans and operate in a managed care environment.



Exhibiting Opportunities in San Diego

The American Medical Group Association invites you to participate as an exhibitor at the AMGA 2012 Annual Conference, March 7-10, 2012 at the Manchester Grand Hyatt San Diego in San Diego, California. Choose from four participation levels:

- Platinum Exhibitor
- Gold Exhibitor
- Silver Exhibitor
- Exhibitor
- Conference Supporter

Please review the many opportunities available and select the ones that meet your needs. If you choose either the Platinum or the Gold level, exhibit booth space (if desired) is guaranteed. Silver Exhibitors are offered first option to purchase exhibit space. We urge you to make your selections early for this important conference. To assure your place, select one or more of the following contribution categories and enter your choice(s) on the attached contributor registration form (you may also register online at www.amga.org). For more information, contact Fred Haag at (703) 838-0033, ext. 329 or fhaag@amga.org.

Platinum Exhibitor \$50,000

- Host of the AMGA Leadership Council Meetings on Wednesday, March 7, 2012
- The opportunity for a focus group/panel with members of a Leadership Council or Councils
- Four complimentary registrations to attend the joint sessions of the Leadership Council Meetings (includes all meals/receptions and joint sessions of the Councils. Each council will be meeting individually at certain times and these meetings are for Council members only)
- Exhibit booth (if desired) and opportunity to purchase additional booths for \$2,500 each (there is a limit of four booths for the Platinum Exhibitor)
- Banner, with organization's name and logo, in registration area
- Your logo will appear on the large screens throughout the meeting prior to General Sessions and other events
- Six complimentary conference registrations
- The opportunity to introduce speakers at Peer-to-Peer Breakout Sessions
- Enhanced acknowledgement on AMGA conference website containing conference presentation handouts, with link to your website
- Enhanced acknowledgement in the conference program (including company logo)
- Acknowledgement in the *Group Practice Journal*
- Pre- and post-conference registration list in order to invite attendees to stop by your booth during the conference and to follow up with attendees (these lists are supplied by e-mail for one-time usage)

- Your logo on the conference tote bag (if desired)
- Enhanced participation in the Exhibit Hall game (details to be announced)
- Lead Retrieval System
- Invitation for four representatives to attend the AMGA Leadership Council and Board of Directors Reception on Wednesday, March 7, 2012

Gold Exhibitor \$25,000

- Exhibit booth (if desired) and opportunity to purchase additional booths for \$2,500 each (there is a limit of four booths for Gold Exhibitors)
- Banner, with organization's name and logo, in registration area
- Your logo will appear on the large screens throughout the meeting prior to General Sessions and other events
- Four complimentary conference registrations
- The opportunity to introduce speakers at Peer-to-Peer Breakout Sessions
- Enhanced acknowledgement on AMGA conference website containing conference presentation handouts, with link to your website
- Enhanced acknowledgement in the conference program (including company logo)
- Acknowledgement in the *Group Practice Journal*
- Pre- and post-conference registration list in order to invite attendees to stop by your booth during the conference and to follow up with attendees (these lists are supplied by e-mail for one-time usage)
- Your logo on the conference tote bag (if desired)
- Enhanced participation in the Exhibit Hall game (details to be announced)
- Lead Retrieval System
- Invitation for four representatives to attend the AMGA Leadership Council and Board of Directors Reception on Wednesday, March 7, 2012

Silver Exhibitor \$7,500

- First option to **purchase** exhibit space* for an additional \$2,500, and the option to purchase an additional booth for \$2,750 (there is a limit of two booths for Silver Exhibitor)
- Banner, with organization's name, in registration area
- Two complimentary conference registrations
- Acknowledgement on the website containing conference presentation handouts
- Acknowledgement in the conference program and in the *Group Practice Journal*
- Pre- and post-conference registration list in order to invite attendees to stop by your booth during the conference and to follow up with attendees (these lists are supplied by e-mail for one-time usage)
- Enhanced participation in the Exhibit Hall game (details to be announced)
- Lead Retrieval System

Exhibitor \$3,850

If space is reserved and paid before December 1, 2011; \$4,050 after December 1, 2011

- Exhibit booth*
- Signage, with organization name, in registration area
- One complimentary conference registration **
- Option to purchase conference registration(s) at the member (if applicable) or contributor rate
- Acknowledgement in the conference program and in the *Group Practice Journal*
- Pre- and post-conference registration list in order to invite attendees to stop by your booth during the conference and to follow up with attendees (these lists are supplied by e-mail for one-time usage)
- Participation in the Exhibit Hall game (details to be announced)
- Lead Retrieval System

Additional Conference Support

The opportunities listed below give your organization additional visibility and recognition, including signage outside events and acknowledgement in the program. Please select the options that fit your organization's requirements (AMGA welcomes additional grants of any amount in support of this program).

Thursday, March 8, 2012

AMGA Golf Classic and AMGF Fundraiser

Exclusive Host of AMGA Golf Classic \$20,000

- 8 player passes for AMGA Golf Classic
- Name and logo on sign prominently displayed at golf course
- Formal announcement of your company as a Golf Platinum Host during AMGA Welcome Reception (Golf Classic winners also will be announced)
- 4 golf hole sponsorships
- Personalized golf balls and tees
- Onsite product merchandising opportunities with current and potential customers

Golf Hole Sponsor \$2,500

Golf Hole Sponsorship at the AMGA Golf Classic provides excellent opportunities for generating exposure and recognition for your company, your products, and your services. It is also great for creating potential sales contacts and professional networking with leaders and decision makers in the medical group industry. Exposure/recognition benefits your company will receive include:

- 2 player passes for AMGA Golf Classic
- Onsite product merchandising opportunities with current and potential customers
- 6-foot tabletop display at one tee box for a Par 3 hole
- Opportunity to offer a hole-in-one prize

(If there is an Exclusive Host, there will be no other golf tournament contributor opportunities.)

- **Welcome Reception and Strolling Dinner in Exhibit Hall** (includes signage outside and inside Exhibit Hall, organization's logo imprinted on napkins, signage at food/beverage stations)
 - **\$10,000** (Exclusive)
 - **\$5,000** (Non-exclusive)

Friday, March 9, 2012

- **Progressive Strolling Luncheon in Exhibit Hall** (signage outside and inside Exhibit Hall, organization's logo imprinted on napkins, signage at food/beverage stations)
 - **\$18,000** (Exclusive)
 - **\$6,000** (Non-exclusive)
- **Happy Hour in the Exhibit Hall** (signage outside and inside Exhibit Hall, organization's logo imprinted on napkins, signage at food/beverage stations)
 - **\$12,000** (Exclusive)
 - **\$4,000** (Non-exclusive)

Saturday, March 10, 2012

- **Saturday Night Awards and Performance** (signage outside and inside dinner, organization's logo imprinted on reception napkins, organization logo on table place markers, introduce performer)
 - \$25,000 (Exclusive)
 - \$10,000 (Non-exclusive)

Note: The availability of non-exclusive contributor status is dependent on whether an exclusive contributor expresses interest in a particular event. If an organization states an interest in becoming an exclusive contributor of an event, first rights-of-refusal will be given to non-exclusive contributors that have expressed an earlier interest.

AMGF 6th Annual Silent Auction

Providing an item for the 6th Annual Silent Auction is the perfect opportunity to build on your brand awareness. By donating an item (\$50 minimum), your company name will be included in the following marketing materials:

- AMGA website
- *Inside AMGA*
- Promotional e-mails
- Silent Auction program
- Posters at Annual Conference
- AMGF logo displayed outside your booth
- Bid sheet accompanying item at the event
- Company listed in *Group Practice Journal*

For information on contributions to support the 6th Annual Silent Auction, please contact Sherry Greenwood, Development Associate, at (703) 838-0033, ext. 352 or sgreenwood@amga.org.



Other Opportunities

<ul style="list-style-type: none"> ■ Breakfast Host for the entire conference (signage outside and inside Exhibit Hall, organization's logo imprinted on napkins) 	\$7,500
<ul style="list-style-type: none"> ■ Refreshment Host for the entire conference (signage outside and inside Exhibit Hall, organization's logo imprinted on napkins) 	\$7,500
<ul style="list-style-type: none"> ■ Internet Station inside the Exhibit Hall (signage, organization's logo on screen saver, representative from organization may staff the Internet stations for the entire conference if desired) 	\$10,000
<ul style="list-style-type: none"> ■ Conference Pen (your logo imprinted) 	\$2,000
<ul style="list-style-type: none"> ■ Conference Pen (you supply the pen) 	\$1,000
<ul style="list-style-type: none"> ■ Badge Holder (your logo will appear on the holder) 	\$7,500
<ul style="list-style-type: none"> ■ Company Literature in Conference Registration Bag 	\$1,250
<ul style="list-style-type: none"> ■ Onsite Program Ads (your ads will appear in the program) 	\$5,000
<ul style="list-style-type: none"> ■ Literature Distribution Table (magazines only, one title per publisher) 	\$ 500
<ul style="list-style-type: none"> ■ Hotel Room Key (your logo appears on the key) 	\$7,500
<ul style="list-style-type: none"> ■ Registration Bag Notepads (your logo appears on the notepad) 	\$7,500
<ul style="list-style-type: none"> ■ Water Bottles (your logo appears on the bottle) 	\$5,000
<ul style="list-style-type: none"> ■ Mints or Gum (your logo appears on the box) 	\$2,500
<ul style="list-style-type: none"> ■ Scan Card (your logo appears on the lead retrieval scan card) 	\$7,500
<ul style="list-style-type: none"> ■ Latte Stations (two stations will be located in the Exhibit Hall) 	\$10,000
<ul style="list-style-type: none"> ■ Phone Recharging Station (located in the Exhibit Hall) 	\$5,000
<ul style="list-style-type: none"> ■ Televisions in the Exhibit Hall (NCAA Basketball Tournament) 	\$7,500
<ul style="list-style-type: none"> ■ Thumb Drives (logo appears on thumb drives containing conference presentations) 	\$10,000

For information on contributions to support specific General Session Keynote Speakers or Peer-to-Peer Breakout Sessions, please contact Andi Bartolomeo, Director of Education and Meetings, at (703) 838-0033, ext. 333 or abartolomeo@amga.org.

Contributors in all categories receive acknowledgement in the meeting program, signage, and badges designating contribution levels. Exhibitors are also encouraged to distribute promotional items from their booths to meeting attendees; however, AMGA must approve all items and distribution methods prior to the meeting. Please contact AMGA by **January 2, 2012** for further details.

* Exhibit space is limited and will be made available first to Gold Exhibitors (Gold Exhibitors may purchase additional booths for \$2,500 each). Silver Exhibitors will have first option to purchase exhibit booth space for an additional cost of \$2,500 (Silver Exhibitors may purchase an additional booth for \$2,750). Anyone wishing to exhibit is encouraged to request space early due to the limited number of booths.

** Exhibitors receive one complimentary registration. Additional exhibitor staff has the option to purchase conference registration(s).

2011 Exhibitors and Contributors

Platinum Host

ECG Management Consultants, Inc.

Gold Contributors

Boehringer Ingelheim Pharmaceuticals, Inc.

Convergence CT

Daiichi Sankyo, Inc.

Dell Services

Hologic, Inc.

Humedica

Novartis

Phytel, Inc.

Silver Contributors

Abbott

Allscripts

Anodyne Health

Beacon Partners, Inc.

Epic Systems Corporation

GE Healthcare IT

HealthPort

Lumeris

MED3000

Medical Group Management Association
(MGMA)

MediSync

Navigant Consulting, Inc.

Novo Nordisk

Nuance Communications

Pfizer Inc.

Press Ganey Associates, Inc.

Robert Bosch Healthcare

Symphony Corporation

Takeda Pharmaceuticals North
America, Inc.

Exhibitors

Abaxis

Abbott

Acusis

Aetna, Inc.

Allscripts

Alpha Medical Group

Alpha II

American Medical Technologists

Anceta

Ancillary Care Solutions/TherapyWorks

Anodyne Health

athenahealth, Inc.

BBL Medical Facilities

Beacon Partners, Inc.

Boehringer Ingelheim Pharmaceuticals, Inc.

Boulder Associates Architects

Capario, Inc.

Cardiocom

Cejka Search

Celtic Leasing

Centers for Medicare & Medicaid Services
(CMS)

CINA

Clear Choice Transcription, LLC

ClientTell

CodeRyte, Inc.

Cogdell Spencer ERDMAN

CompHealth

Computime

Conceptus, Inc.

Culbert Healthcare Solutions, Inc.

Daiichi Sankyo, Inc.

dashboardMD

Dell Services

ECG Management Consultants, Inc.

eClinicalWorks

Emdeon

The Estopinal Group LLC

Gateway EDI, LLC

GE Healthcare IT

GlaxoSmithKline

Greenbranch Publishing

Greenway Medical Technologies

Hayes Management Consulting

HDR Architecture, Inc.

HDR Cooper Medical

Health Management Resources (HMR)

HealthGrades

HealthPort

Hologic, Inc.

Humana Inc.

Humedica

IBM Business Analytics

Insight Financial Services

Integrity Rehab Group

Jardogs, LLC

The Joint Commission

KDS Health

Lilly USA, LLC

Lumeris

Marasco & Associates

McKesson

MED3000

MedAptus

Medical Group Management Association
(MGMA)

Medical Present Value, Inc. (MPV)

Medical Protective

MEDICSCAN by Card Scanning Solutions

MediSync

Merck & Co., Inc.

National Processing Company (NPC)

Navigant Consulting, Inc.

The Neenan Company

NextGen Healthcare

NHXS

notifyMD, Inc.

Novo Nordisk

NRC Picker

Nuance Communications

On Call Central

OTech Group, LLC

Outcome

Patient Point

Patient Prompt

PerfectServe

Pfizer Inc.

PhoneTree

Physician Wellness Services

Phytel, Inc.

Pinnacle Health Group

PioCom, Inc.

PivotHealth, LLC

Practice Insight, LLC

Press Ganey Associates, Inc.

ProAssurance Group

ProScan Reading Services

Pulse Systems, Inc.

RealAlignment

Robert Bosch Healthcare

Sandlot

Scantron Corporation

Sheridan Healthcare, Inc.

Siemens Healthcare

Solus BI

SuccessEHS

Sullivan/Luallin

Symphony Corporation

TeleVox Software, Inc.

TransDyne

Trotter Wellness Ltd.

University of St. Thomas – Health Care
MBA

University of Tennessee

Physician Executive MBA Program

VHA, Inc.

White Plume Technologies

Witt/Kieffer

Additional Grants

Allscripts

Beecher Carlson Insurance

Cogdell Spencer ERDMAN

Covisint

Exact Sciences

Greenway Medical Technologies

HDR Architecture, Inc.

Health Care REIT

Integrated Healthcare Strategies

MedAptus

Medical Present Value, Inc. (MPV)

Trotter Wellness Ltd.

ZocDoc, Inc.

Exhibitor Prospectus

Facility: Manchester Grand Hyatt San Diego
One Market Place
San Diego, CA 92101
Phone: (619) 232-1234

Exhibit Area: Douglas Pavilion

Specifications: Booth space is 8' x 10' furnished with back-drapes and side dividers, one six-foot draped table, two arm chairs, one wastebasket, and an identification sign (exhibit hall is carpeted). Other optional furnishings and equipment will be available through the decorator.

Exhibit Firm: Shepard Exposition Services
603 W. Landstreet Road
Orlando, FL 32824
Phone: (407) 888-9669
Fax: (407) 888-2301
Customer Service: orlando@shepardes.com

Freight: Complete shipping instructions are included in service kit, sent with written confirmation (do not send freight to the hotel as it will be returned).

Exhibit Hours:

Set-Up

Thursday, March 8, 2012, 10:00 a.m. – 5:00 p.m.

(All exhibits must be fully installed by 5:00 p.m.)

Show Hours (subject to change)

Thursday, March 8, 2012

Exhibit Hall is open during published hours only.

Welcome Reception 5:00 p.m. – 7:00 p.m.

Friday, March 9, 2012

Exhibit Hall is open 7:00 a.m. – 6:00 p.m.

Continental Breakfast 7:00 a.m. – 8:00 a.m.

Morning Refreshment Break 10:00 a.m. – 10:45 a.m.

Luncheon 12:15 p.m. – 2:00 p.m.

Afternoon Refreshment Break 3:15 p.m. – 3:45 p.m.

Happy Hour in the Exhibit Hall 5:00 p.m. – 6:00 p.m.

Saturday, March 10, 2012

Networking Breakfast 7:00 a.m. – 8:00 a.m.

Morning Refreshment Break 10:30 a.m. – 11:00 a.m.

Tear-Down

Saturday, March 10, 2012

11:00 a.m. – 5:00 p.m.

Booth Fees: \$3,850 if space is reserved and paid before December 1, 2011; \$4,050 after December 1, 2011 – includes six company representatives in booth. Additional representatives may occupy the exhibit booth for a fee of \$100 per representative. Gold and Silver Exhibitors and AMGA Corporate Partners receive booths at a discounted rate.



Booth Assignment: Reservations and space location will be advised by written confirmation.

Lead Retrieval System: Exhibitor lead retrieval systems will be available at no charge for organizations that wish to participate. Upgrades to the lead retrieval system will be at exhibitor's expense.

Hotel Accommodations: Hotel information will be forwarded with booth confirmation notification. The contracted AMGA hotels (rooms will be available at the Manchester Grand Hyatt and the Embassy Suites located one block away) will not honor reservations without your confirmation information.

Regulations: AMGA reserves the right to deny space to any company whose exhibit is deemed inappropriate to the interests of its member groups or whose presentation is objectionable to the association. Any company breaking their booth down early will be barred from participating at future AMGA events. Any exhibitor wishing to leave early must contract with the show decorator to have their booth taken down for them at the conclusion of the show.

Conference Program: Inclusion deadline is January 2, 2012.

Payment: Enclose payment by check with completed contract and mail to:

AMGA

One Prince Street

Alexandria, VA 22314-3318

Fax credit card payment with completed contract to (703) 548-1890, or register online at www.amga.org.

For further information contact Fred Haag at (703) 838-0033, ext. 329 or fhaag@amga.org.

Become a Member of the AMGA Corporate Partner Program

Like the best investments, AMGA's Corporate Partner Program offers benefits and returns that far exceed your financial commitment. If your goal is creating solid relationships with the decision makers at the leading healthcare organizations in the country, AMGA's Corporate Partner Program can help you, with added, sometimes incalculable, benefits accruing as you participate: access to the leaders at the most prestigious medical groups in the U.S., acknowledgement to keep you top-of-mind among group leaders, and discounted opportunities for venues where you can develop and nurture your business relationships.

AMGA asked its industry partners what they were looking for in their business relationships. With that input, we redesigned our Corporate Partner Program to provide the components which they indicated are of most value to them:

- Access
- Return on Relationship
- Return on Investment

This Corporate Partner Program rewards organizations for their total investment in AMGA during the course of the preceding year. The program offers you two levels of participation:

- Premier (\$25,000)
- Executive (\$5,000)

Organizations that choose to participate at either of these levels will also have the opportunity to earn participation points to reach the Chairman's Circle, which affords additional benefits and access to AMGA members.

Premier or Executive Partners can participate in the Chairman's Circle if they accumulate 100,000 points during the course of the year. Points are based on the total investment that an organization makes in the association during the course of a year (for example, your points in 2012 are accrued based on your total participation in 2011). As points accumulate, so does your level of access to the benefits of membership. Points will be rewarded based on the amount invested (one point for every one dollar invested). In addition, throughout the year "specials" will reward organizations with bonus points for investments in specific projects.

This program puts you in direct contact with the leaders of the largest and most prestigious medical groups, integrated health care delivery systems, and IPAs in the U.S. These are the individuals who make the purchase decisions, choose vendors, and establish collaborative partnerships. As a member of the new AMGA Corporate Partner Program, you will have opportunities to develop relationships with these leaders and the institutions they represent to the degree you feel best suits your needs.

More than just an opportunity to list your name next to countless other firms with similar interests, AMGA's Corporate Partner Program allows you to work side-by-side with the very institutions you are trying to reach. AMGA will help you

continue to develop and expand your healthcare programs, products, and services with direct provider input, cutting-edge information and research, regular accessibility to the nation's healthcare leaders, and a true partnership within one of the most influential health care trade associations in the country. The AMGA Corporate Partner Program provides you with access to the leaders at the most prestigious medical groups in the U.S., acknowledgement to keep you top-of-mind among group leaders, and discounted opportunities for venues where you can develop and nurture your business relationships.

Access

Private Meetings with Healthcare Leaders: An extremely valuable benefit available only to organizations at the Chairman's Circle level is a formal, private roundtable discussion meeting with some of the leaders of AMGA's member medical groups.

Access to Online Membership Directory: All organizations participating in AMGA's Corporate Partner Program are given access to the association's password-protected online membership directory, which includes the name and contact information for every AMGA member group, along with the names and titles of primary decision makers.

First Consideration on Partnership Opportunities: Corporate Partners are given "first right of refusal" when AMGA selects industry partners for new programs and products being developed for its members.

Preference on Exhibit Hall Space: Participants in the Corporate Partner Program are given preference in location of their exhibit booths at AMGA's meetings, providing them a high-visibility, high-traffic location in the Exhibit Hall.

AMGA's VIP List Mailing Labels: Complimentary sets of AMGA's VIP list are provided to Corporate Partners to allow for the successful execution of their direct mail campaigns (available electronically or as labels).

Onsite Meeting with AMGA Senior Executives: Meeting with members of AMGA's team will help Corporate Partners learn about trends and issues affecting medical groups nationwide.

Return on Relationship

Special Acknowledgements: Members of the Chairman's Circle will receive special acknowledgement and recognition at the Opening General Session of AMGA's Annual Conference.

Listings on AMGA's Website: Corporate Partners at all levels are given a listing in the Corporate Partner section and AMGA's Supplier Showcase, the virtual Exhibit Hall located on AMGA's website (there is no limit on the size of your listing).

Banner Ad in Online Membership Directory: All organizations participating in AMGA's Corporate Partner Program receive an ad in the online membership directory. This ad rotates periodically with those of other Corporate Partners and is viewed by medical group leaders nationwide 24 hours a day, 7 days a week as they search the directory for information they use to contact and network with their fellow members.

Acknowledgement Advertisements:

To thank Corporate Partners for their support and provide them with an additional means of recognition, AMGA will place an enhanced listing in the Industry Partner Directory that appears in the May 2012 issue of the *Group Practice Journal* for all organizations in the Chairman's Circle. Premier and Executive Corporate Partners receive a listing in the Industry Partner Directory.

Partnership Recognition: Corporate Partners are given prominent recognition when partnering with AMGA and its members on projects, including award presentations and conferences.

Return on Investment

Discounted Rates at Conferences:

Representatives of Corporate Partner organizations are able to attend association conferences at the discounted member rate.

Discount on Exhibit Space: Members of the Chairman's Circle and Premier Corporate Partners receive a discount off exhibit space at AMGA's Annual Conference.

Discounts on Advertisements: Advertising in the *Group Practice Journal* offers a marketing reach into the medical group community like no other association publication in the industry. AMGA Corporate Partners taking advantage of this advertising tool keep their corporate messages in the minds of the medical group community and save thousands of dollars each year via their Corporate Partner advertising discounts.

Other Member Benefits

As a Corporate Partner, you can participate in educational activities and receive up-to-date information through AMGA's resources.

- Copies of the *Group Practice Journal*, *Inside AMGA*, *Health Business*, and *Advocacy E-News*
- Access to the Member Portion of the AMGA Website
- Banner Ads in Selected AMGA E-publications



Comparison of Corporate Partner Costs and Benefits

Three levels of participation are available for your organization to choose from, with the access and visibility increasing with each level.

Benefits	Chairman's Circle 100,000 points	Premier \$25,000	Executive \$5,000
Special Acknowledgement and Recognition at Opening General Session of Annual Conference	•		
Annual Private Meeting (with Board of Directors or other group of members)	•		
<i>Group Practice Journal</i> Table of Contents Banner Ad (e-mail we would send out to members, etc. prior to the <i>Journal</i> mailing)	•		
Annual Onsite Meeting with AMGA Senior Executives	•	•	
Discount on Exhibit Space (at Annual Conference)	20%	10%	5%
Banner Ad in E-publication <i>Inside AMGA</i>	•	•	
Advertising Discount in the <i>Journal</i>	50%	30%	10%
Mailing Labels (AMGA VIP list)	6	4	1
Subscriptions to Publications (<i>Group Practice Journal</i> , <i>Inside AMGA</i> , <i>Advocacy E-News</i> , etc.)	20	10	2
Listing in <i>AMGA Industry Partner Directory</i> in <i>Group Practice Journal</i>	•	•	•
Enhanced Listing in <i>AMGA Industry Partner Directory</i> in <i>Group Practice Journal</i>	•	•	
Banner Ad (online Membership Directory)	•	•	•
Supplier Showcase Listing (AMGA website)	•	•	•
Enhanced Listing in Supplier Showcase	•	•	
Member Rate at AMGA Meetings	•	•	•
Industry News (press releases in AMGA publications)	•	•	•
First Consideration on Other Projects	•		
Second Consideration on Other Projects		•	
Third Consideration on Other Projects			•
First Choice on Exhibit Space	•		
Second Choice on Exhibit Space		•	
Third Choice on Exhibit Space			•

For additional information on how to join the AMGA Corporate Partner Program, please contact Ryan O'Connor at (703) 838-0033, ext. 325 or roconnor@amga.org or Fred Haag at (703) 838-0033, ext. 329 or fhaag@amga.org.

Conditions of Contract to Exhibit

Conditions and Rules

It is understood that the following conditions and rules (the “Rules”) are agreed to as part of the agreement between the American Medical Group Association, Inc. (“AMGA”) and the individual or entity who has purchased exhibit space (the “Exhibitor”) for a specific AMGA conference (the “Conference”) pursuant to the AMGA’s Contributor (Exhibitor) Registration Form (the “Agreement”). The AMGA shall have the authority to interpret and enforce these Rules. All matters not covered by these Rules are subject to the discretion of the AMGA. The Exhibitor is responsible for familiarizing itself with all of the Rules. Exhibitors or their representatives who fail to observe these Rules or who, in the sole and absolute discretion of the AMGA, conduct themselves improperly, may be dismissed without refund or appeal for redress.

General Terms and Conditions

The AMGA’s Annual Conference Committee determines the eligibility of any company or product for exhibit. The Committee may forbid installation or request removal or discontinuance of any exhibition or promotion, wholly or in part, that in its sole and absolute discretion is not in keeping with the character and purposes of the AMGA. Further, the AMGA reserves the right to take the following actions at any time prior to or during the Conference and at its sole discretion: (1) terminate the Agreement or decline to provide space to an Exhibitor for any reason, including but not limited to Exhibitor conduct, or Exhibitor use, promotion and/or distribution of material(s) and/or content that is objectionable to the AMGA or is not consistent with the AMGA’s bylaws, rules and regulations, or mission; (2) prohibit any exhibit, or part thereof, that violates these Rules or is, in any other way, not suitable for, or not in keeping with the character and spirit of, the Conference; (3) close any exhibit without refund or right to appeal for redress if such exhibit is de-

termined by the AMGA to be too loud or disruptive and/or too disturbing to other exhibits because of, among other things, material, content or method of operation; (4) close any exhibit without refund or right to appeal for redress if the Exhibitor or its representatives, in the sole and absolute discretion of the AMGA, fail to observe these Rules or fail to conduct themselves properly; and/or (5) refuse to permit an Exhibitor who violates these Rules to participate in one or more future AMGA Conferences.

Occupancy of Exhibit Space

- A. If the Exhibitor fails to occupy its assigned exhibit space by the close of the exhibit installation period for such Conference, the AMGA may rent such exhibit space to any other Exhibitor or use said exhibit space for such purposes as it may see fit in its sole discretion without any liability on its part and without in any way releasing the Exhibitor from any liability hereunder. Furthermore, if the Exhibitor does not occupy or staff the exhibit space as required herein, all rights of the Exhibitor will be revoked and all payments by the Exhibitor will be forfeited.
- B. Throughout ALL exhibit hours of the Conference the Exhibitor’s assigned exhibit space must remain staffed by at least one attendant and all exhibits/displays must remain fully intact.
- C. Dismantling or removing an exhibit or materials before the official closing of the Conference is prohibited. Premature dismantling of and/or failure to fully staff the exhibit space during the entire Conference may result in the loss of future Conference participation.
- D. The AMGA reserves the right to alter locations of assigned exhibit space as shown on the official floor plan, if deemed advisable and in the best interests of the Conference as determined by the AMGA in its sole discretion.

Compliance with the Law

The Exhibitor and its representatives, and all exhibits, exhibit materials and displays, shall at all times be in compliance with all applicable federal, state and local laws, codes and regulations.

Use of the AMGA Name

The use or display in any manner or medium of the AMGA’s or the Conference’s name, logo, acronym (AMGA), marks or copyrighted materials is not permitted, and no reference, implication or use of such name, logo, acronym, marks or copyrighted materials may be made to claim or imply AMGA endorsement, affiliation or approval of any product, service or program without the express, prior written consent of the AMGA.

Amendments

The AMGA may amend these Rules at any time, and all amendments so made shall be binding on the Exhibitor.

Assignment and Subletting

The assignment or subletting of any part or all of the exhibit space by the Exhibitor is not permitted and any attempt to do so shall be of no force or effect.

Disputes

The Exhibitor must notify the AMGA of any and all disputes with respect to the Agreement or these Rules. These Rules are subject to interpretation and decision as provided in the first paragraph above. The Agreement and these Rules shall be governed and construed in accordance with the laws of the Commonwealth of Virginia exclusive of any conflict-of-law provisions, and the Exhibitor hereby submits to the jurisdiction of the state and federal courts within the Commonwealth of Virginia for proceedings related to the Agreement and these Rules.

Force Majeure

In the event that the Exhibitor’s assigned exhibit space for the Conference shall be destroyed by fire or the elements, or by any other cause, or in the case of government intervention or regulation, military activity,

strikes, or any other circumstances that make it impossible or inadvisable for the AMGA to hold the Conference or a portion thereof at the time and place provided in the Agreement, the Agreement shall terminate and the Exhibitor shall and does hereby waive any claim for property or other damages or compensation except the prorated return of the amount paid by the Exhibitor after deduction by the AMGA of actual expenses incurred in connection with the Conference, and there shall be no further liability on the part of either party.

Liability and Insurance

- A. The relationship between the AMGA and the Exhibitor and their respective representatives is that of independent contractors. The AMGA assumes no liability for any act of omission or commission by the Exhibitor.
- B. The Exhibitor shall and hereby agrees to indemnify, defend and hold the AMGA and its directors, officers, employees, agents and representatives (collectively, the “Indemnified Parties”) harmless from and against all demands, claims, actions, causes of action, assessments, losses, damages, liabilities, costs and expenses (including, without limitation, interest, penalties and attorneys’ fees and expenses) (“Losses”), asserted against, resulting to, imposed upon, or incurred by the AMGA or the Indemnified Parties, directly or indirectly by reason of, arising out of or resulting from any cause whatsoever.
- C. In addition, the Exhibitor shall and hereby agrees to indemnify, defend, and hold the exhibit hall and its employees and agents harmless from and against all Losses arising out of or caused by the Exhibitor’s installation, removal, maintenance, occupancy, or use of the exhibit space or any part thereof. The Exhibitor shall also be liable to other Exhibitors for any damage caused to the other Exhibitors’ property.

- D. In the event that liability is asserted by the Exhibitor against the AMGA or any of its directors, officers, employees, agents or representatives for any indirect, incidental, consequential or other damages (including but not limited to claims for lost profits) or Losses arising out of or relating to a Conference event, the rental of the exhibit space, the conduct of the AMGA, any breach of contract, or any other act, omission or occurrence, the Exhibitor agrees that in no event shall the AMGA or any of its directors, officers, employees, agents or representatives be liable to the Exhibitor for any amount in excess of the exhibit space rental fee actually paid by the Exhibitor to the AMGA under the Agreement.
- E. The Exhibitor acknowledges that neither the AMGA nor the exhibit hall maintain insurance covering the Exhibitor’s property and that the Exhibitor is encouraged to obtain business-interruption and property-damage insurance covering any such losses by the Exhibitor since all such losses are the sole responsibility of the Exhibitor. It is also recommended that the Exhibitor obtain insurance policies covering the transporting of its exhibit materials and equipment to and from the Conference. In addition, the Exhibitor shall obtain, at its own expense, for the duration of the term of the installation and use of the exhibit space, Comprehensive General Liability Insurance (CGL) in an amount not less than one million dollars (\$1,000,000), specifically naming the AMGA as a co-insured. Evidence of insurance shall be made available to the AMGA upon written request.
- F. In the event the Exhibitor desires special security precautions during the Conference, the Exhibitor should arrange for private guard service, if desired, or should make arrangements to have locked facilities available in its exhibit space for the storage of display materials or products.

Exhibitor Appointed Contractors

In the event that the AMGA appoints any official service contractors for such services as material handling, furniture rental, booth and floral decorations, signs, photographs, drinking water, skilled labor or others, the Exhibitor agrees to utilize the services of such official service contractors. Specifically, the Exhibitor acknowledges that electrical service must be coordinated by the AMGA’s contractor, and that all rental equipment and labor requirements must be requested through the AMGA’s official decorator. If the Exhibitor wishes to utilize the services of any contractor other than those contractors appointed by the AMGA, the Exhibitor must first obtain the prior written consent of the AMGA. In order to conform to union contract rules and regulations, the Exhibitor must use qualified union personnel for the various services required for installation and dismantling of exhibits and for material handling within the Conference. Any requests from independent contractors hired by the Exhibitor must be made to the exhibit hall manager not less than 90 days prior to the Conference start date.

Exhibit Display Guidelines

- A. Aisles and other spaces in the exhibit hall not leased to Exhibitors shall be under the control of the AMGA. All displays, interviews, conferences, distribution of literature, lectures, audience seating/standing and the transactions of business of any nature shall be made WITHIN the exhibit space assigned to the Exhibitor.
- B. The Exhibitor agrees to accept full responsibility for compliance with local, city and state fire, safety and health ordinances regarding the installation and operation of equipment or otherwise relating to the Exhibitor and its exhibit space. Only fireproof materials may be used in displays, and the necessary fire precautions will be a responsibility of the Exhibitor.

- C. All exhibit materials and equipment must be located within the exhibit space and protected by safety guards and devices, where necessary, to prevent personal accident or injury to Conference attendees and/or exhibit personnel. Equipment with sharp or protruding edges posing a potential danger to Conference attendees and/or exhibit personnel, at whatever level, must have protective covering and/or be flagged.
- D. Exhibits should be constructed so that no copy appears higher than **eight** feet from the floor and no structure exceeds a height of **eight** feet.
- E. Exhibits shall not project beyond the exhibit space allotted to the Exhibitor. Signs, rails, and other similar items may not intrude into or over the aisles in the exhibit hall. Exhibits shall not obstruct the view or interfere with traffic to exhibits of others. The wings of an exhibit shall not come out more than **five** feet from the back wall. End cap exhibits are not authorized unless specially approved in advance by the AMGA.
- F. No part of any exhibits and no signs should be pasted, nailed, or otherwise affixed to walls, doors, or other structures in such a way that may cause any damage, loss, expense, and/or cost. The Exhibitor may not apply paint, lacquer, adhesive or any other coating to exhibit hall columns or floors, or to standard exhibit space equipment not provided by the Exhibitor. Any and all damage, losses, expenses, and/or costs resulting (including, but not limited to attorney's fees) from failure to observe this Rule shall be payable by the Exhibitor.
- G. Exhibitors with audible electric sound motion pictures, or other exhibits or devices that the AMGA, in its sole and absolute discretion, deems objectionable to other Exhibitors will be required to discontinue using all exhibits and/or devices so determined to be objectionable.

- H. Before any exhibit may be removed from the exhibit hall, the Exhibitor must make arrangements satisfactory to the AMGA and the AMGA's decorator for the payment of any charges incurred by the Exhibitor in connection with its exhibiting at the Conference.

Solicitation/ Advertisement

- A. Circulars, publications, printed advertisements, literature, promotional giveaways, samples, and all other advertising materials may be distributed only within the Exhibitor's assigned exhibit space.
- B. Soliciting, interviews, demonstrations, and detailing by the Exhibitor must be confined to Exhibitor's assigned exhibit space.
- C. Advertising, canvassing, soliciting of business, conferences in the interest of business, and other similar activities are not permitted except by Exhibitors and then only in the Exhibitor's assigned exhibit space. Selling of any items or services during exhibit hall hours is expressly prohibited.
- D. Canvassing, exhibiting or distributing advertising materials outside of the Exhibitor's assigned exhibit space is expressly prohibited.
- E. Prize contests and drawings must be approved by the AMGA in advance of the Conference.
- F. The extending of printed invitations by the Exhibitor or by its agents and/or employees from the Exhibitor's assigned exhibit space for private meetings of AMGA members during the hours of the Conference is prohibited. A copy of all printed invitations must be sent to the AMGA for approval prior to the Conference.
- G. No exhibits, displays or advertising material of any kind will be allowed in the exhibit hall rooms or hallways unless approved in advance by the AMGA.

- H. Persons who are not Exhibitors are prohibited from any detailing, exhibiting or soliciting within the exhibit hall.
- I. Solicitation of advertising by magazines or publishers from Exhibitors on the floor of the exhibit hall is prohibited.
- J. Failure to comply with these Rules regarding Solicitation and Advertisement may, at the AMGA's sole discretion, result in the Exhibitor's dismissal from the exhibit hall.

Access for Persons with Disabilities

The AMGA works to provide an accessible Conference for all attendees with disabilities and believes that persons with disabilities should be given the opportunity to participate and interact to the fullest extent possible. The AMGA encourages all Exhibitors to make their exhibit space accessible to people with disabilities.

Age Requirements

In the interest of safety and injury prevention, no one under 21 years of age will be permitted in the exhibit hall during move-in, the duration of the Conference, and move-out. The AMGA reserves the right to require proof of age prior to admission to the Conference.

Photography

The Exhibitor may take photographs only of its own exhibit space. Photographing the exhibit space of other Exhibitors is prohibited without the prior written consent of such other Exhibitor.

Contributor (Exhibitor) Registration Form

AMGA 2012 Annual Conference: Learning from the Best!
March 7-10, 2012
Manchester Grand Hyatt San Diego
San Diego, California

Please send only one registration for your entire organization.

Organization _____
 Address _____
 City/State/ZIP Code _____
 Phone/Fax _____
 E-mail _____
 Contact Person/Ext. _____

Preferred booth location (AMGA will make every effort to meet exhibitors' placement requests. However, we cannot guarantee exhibit locations)

Choice #1 _____ Choice #2 _____
 Choice #3 _____ Choice #4 _____

Exhibitor you wish to be located near? _____
 Exhibitor you wish not to be located near? _____

Product Description:

Please provide a brief description (50 words or less) of your product or service:

Names of your onsite representatives: six representatives may attend every Exhibit Hall function for free; additional representatives may work in the booth for a fee of \$100 per person. Exhibitors receive one complimentary conference registration to the entire meeting. Additional exhibitor staff has the option to purchase conference registrations at the applicable rate. AMGA corporate partners may register at the member rate.

Onsite representatives (name, title and city and state): (The first representative listed will receive the complimentary conference registration)

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____

Additional representatives (\$100 each):

1. _____
 2. _____

Corporate Partner Categories (please see page 10)

Premier Corporate Partner (\$25,000) = \$ _____
 Executive Corporate Partner (\$5,000) = \$ _____

Contribution Category(s) (please see page 4)

Platinum Host (\$50,000) = \$ _____
 Platinum Host Additional Booths (\$2,500 per booth) _____ x \$2,500 = \$ _____
 Gold Contributor (\$25,000) = \$ _____
 Gold Contributor Additional Booths (\$2,500 per booth) _____ x \$2,500 = \$ _____
 Silver Contributor (\$7,500) = \$ _____
 Silver Contributor with Booth (\$10,000) = \$ _____
 Silver Contributor with 2 Booths (\$12,750) = \$ _____
 Additional Booth Attendees _____ x \$100 = \$ _____

Exhibit Space reserved and paid before December 1, 2011

Exhibitor AMGA Chairman's Circle (\$3,080) = \$ _____
 Exhibitor AMGA Premier Corporate Partner (\$3,465) = \$ _____
 Exhibitor AMGA Executive Corporate Partner (\$3,657) = \$ _____
 Exhibitor Non-Corporate Partner (\$3,850) = \$ _____

Exhibit Space reserved after December 1, 2011

Exhibitor AMGA Chairman's Circle (\$3,240) = \$ _____
 Exhibitor AMGA Premier Corporate Partner (\$3,645) = \$ _____
 Exhibitor AMGA Executive Corporate Partner (\$3,847) = \$ _____
 Exhibitor Non-Corporate Partner (\$4,050) = \$ _____

Additional Support (please see pages 5-6)

Selection: _____ = \$ _____
 Selection: _____ = \$ _____

Total Amount Enclosed

= \$ _____

Payment in full is to be included with this contributor registration. **Cancellations** of booth reservations received by **January 2, 2012** will receive a refund (less a \$500 processing fee). No refunds can be made after this date unless AMGA is able to resell the booth. Registrations for the meeting should be made on a separate meeting registration form. Contact AMGA to receive a copy.

Payment: Check VISA MasterCard American Express

Card Number _____ Expiration Date _____
 Print Cardholder's Name _____
 Cardholder's Signature _____

Please fax contributor registration forms and credit card payments to (703) 548-1890 or mail with check to AMGA, Attn: Fred Haag, One Prince St., Alexandria, VA 22314-3318.

Conference registration questions? Contact AMGA at (703) 838-0033, ext. 333 or abartolomeo@amga.org.



One Prince Street
Alexandria VA 22314-3318

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