

CONTRIBUTOR OPPORTUNITIES
(Exhibitor Prospectus)

AMGA National Summit on ACOs



Visit www.amga.org



Institute for Quality Leadership

September 29-October 1, 2010

Westin Diplomat, Hollywood, FL

Institute for Quality Leadership

September 29-October 1, 2010

Westin Diplomat, Hollywood, FL



The American Medical Group Association (AMGA) invites you to take advantage of exclusive sponsorship/exhibitor opportunities at the upcoming AMGA's Institute for Quality Leadership 2010: AMGA National Summit on ACOs, September 29 – October 1, 2010 at the Westin Diplomat in Hollywood, Florida.

To support reform efforts that foster the creation of community-based entities accountable for comprehensive healthcare services, AMGA is bringing together the leaders of high-performing, healthcare delivery systems to show medical groups path to becoming an Accountable Care Organization (ACO). Under the theme “The National Summit on ACOs,” this year’s Institute for Quality Leadership Annual Conference will feature presentations that will provide healthcare leaders with the information needed to implement care coordination best practices; align governance, structure, and incentives; and establish performance improvement, measurement, and monitoring systems to become a high-performing care organization that qualifies as an ACO. Because of the popularity and timeliness of the topic, we anticipate record attendance for this meeting.

Below are the sponsorship opportunities available:

Platinum Host for Institute for Quality Leadership Annual Conference and Leadership Council Meetings

\$45,000 to support this event (you must be a member of the AMGA Corporate Partner Program to be the Platinum Host). The Platinum Host will receive:

- Signage at all of the events and a banner in the registration area of the Leadership Councils and the Institute for Quality Leadership Annual Conference, September 29 – October 1, 2010
- A focus group with members of the Chief Medical Officer/Medical Director and Quality Councils*
- The opportunity to present a short introduction about your organization during a Leadership Council meal function (an approximately five-minute presentation)
- Eight complimentary registrations to attend the Institute for Quality Leadership Annual Conference
- One tabletop exhibit at AMGA's 2010 Institute for Quality Leadership Annual Conference, September 29 – October 1, 2010
- Lead retrieval system
- Logo on Scan Cards
- Enhanced acknowledgement in the conference program (including company logo)
- A mention of your support in the association's newsletter, *Inside AMGA*, and in *Group Practice Journal*
- Pre- and post-meeting attendee list from both meetings

Gold Contributor at Institute for Quality Leadership Annual Conference (there is a limit of 15 Gold Contributors this year in order to increase your interaction with members)

\$7,500 to support this event if your organization is an AMGA Corporate Partner (non-members may participate for a fee of \$13,000).

Gold Contributors will receive:

- Interaction with AMGA Leadership Council members and Institute for Quality Leadership attendees
- One tabletop exhibit at AMGA's 2010 Institute for Quality Leadership Annual Conference, September 29 – October 1, 2010
- Banner, with organizational name and logo, in registration area
- Four complimentary registrations to the meeting
- Enhanced acknowledgement in the conference program (including company logo)
- Acknowledgement in *Inside AMGA* and *Group Practice Journal*
- Lead Retrieval System
- Pre- and post-conference attendee list

Exhibit space is limited and will be made available first to AMGA Corporate Partners.

Exhibit Hours: (Subject to change)

Wednesday, September 29, 2010

1:00 p.m. – 5:00 p.m.	Exhibit Set-Up
6:00 p.m. – 7:30 p.m.	Welcome Reception

Thursday, September 30, 2010

7:00 a.m. – 8:00 a.m.	Continental Breakfast
10:00 a.m. – 10:45 a.m.	Refreshment Break
11:45 a.m. – 12:45 p.m.	Lunch
2:00 p.m. – 2:30 p.m.	Refreshment Break
5:00 p.m. – 6:00 p.m.	Reception

Friday, October 1, 2010

7:00 a.m. – 8:00 a.m.	Continental Breakfast
10:30 a.m. – 11:00 a.m.	Refreshment Break
Noon – 1:00 p.m.	Lunch
1:00 p.m. – 3:00 p.m.	Exhibits Move Out

AMGA's Institute for Quality Leadership Annual Conference is the perfect venue for networking with America's most influential medical group leaders in an intimate and high interactive setting. A limited number of opportunities exist, so interested sponsors should register online or fax the following contributor registration form and credit card payments to (703) 548-1890 or mail with check to AMGA, Attn: Fred Haag, 1422 Duke Street, Alexandria, VA 22314-3403.

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

*Focus Group/Panel

The IQL/Leadership Council Meeting Platinum Host Sponsorship includes the opportunity to hold a focus group/panel meeting with members of the CMO/Medical Director and/or Quality Council for a confidential, 90-minute breakfast meeting. AMGA will reserve this timeslot in the agenda for this focus group; however, the marketing, agenda development, and activities included in the focus group/panel are the sole responsibility of the Platinum Host. Attendance at the panel will be strictly voluntary on the part of the Council members and AMGA cannot and does not guarantee a minimum number of participants.

