

A large, stylized white stethoscope graphic is positioned on the left side of the image, with its chest piece and tubing looping around the text.

EMPOWERING PHYSICIANS CONFERENCE

THURSDAY
SEPTEMBER 21
DOWNTOWN MINNEAPOLIS

SIGN UP TO EXHIBIT NOW!

[MNMED.ORG/AC23](https://mnmed.org/ac23)



MINNESOTA
MEDICAL
ASSOCIATION

2023 SPONSORSHIP PROGRAM



EXHIBIT
at the
2023
MMA
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Who We Are

The Minnesota Medical Association (MMA) is a non-profit professional association representing physicians, residents/fellows and medical students. With more than 10,000 members, the MMA is dedicated to being the indispensable and unified voice of physicians for advancing the practice of medicine, the profession and patient health.

Why You Should Exhibit

Being a sponsor at the MMA Empowering Physicians Conference is the perfect opportunity for you to:

- Generate new leads
- Interact with the most engaged physicians and physicians-in-training from around Minnesota
- Build visibility for your company
- Introduce new products and services to attendees
- Advertise to a wide range of attendees

Who to Contact

Dom Weyker
Strategic Partnership & Sales Coordinator
domw@ewald.com
651-288-3435

Important Deadline Dates

Conference Registration: Open NOW!

Deadline to submit description and logo: September 2, 2023

Booth Cancellation Deadline: September 2, 2023

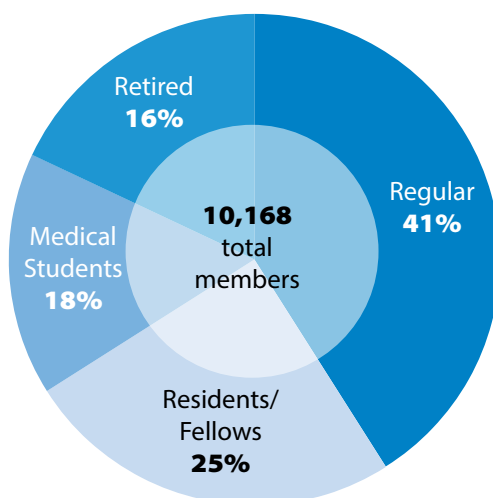


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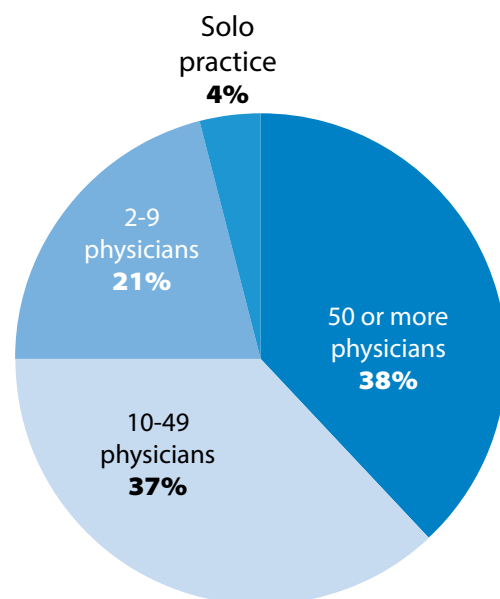
A Conference for All Minnesota Physicians!

MMA's Empowering Physicians Conference will bring together more than 200 physicians and physicians-in-training from across Minnesota for a full day of education, policy discussions, networking and celebrating medicine.

MMA by the Numbers



Size of Practice



Practice Location

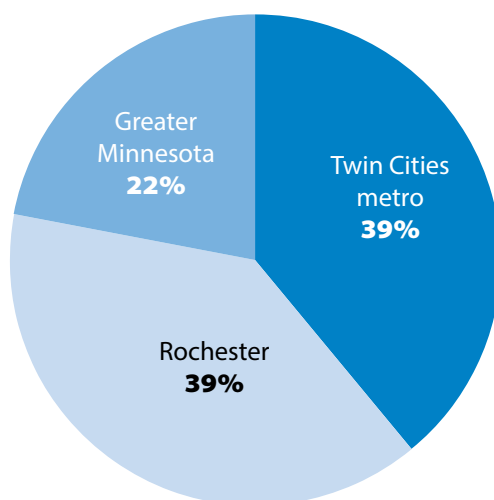




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Promotional Campaign

MMA promotes you and its Empowering Physicians Conference to as many as 16,500 member and non-member physicians and physicians-in-training throughout a persistent multi-month campaign.

- **Marketing to Minnesota physicians and physicians-in-training**
- **Sponsors and partners are included in conference marketing and promotions including:**
 - Name, logo and description on event website and pre-event marketing
 - Weekly online newsletter mentions and tile ads that will link back to a website that will include all sponsors' logos
 - Name and logo on the online exhibit hall roster
 - Onsite event signage



The Marquette Hotel Minneapolis | 710 Marquette Ave | Minneapolis, MN 55402

Exhibit Date and Time | Thursday, September 21 | 12:30 - 5:30pm



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Exhibit Booth Opportunities

The Exhibit Hall is where non-educational activities take place. Our exhibit hall is designed to encourage attendee engagement, connections and sponsor satisfaction.

Exhibit booth benefits:

- One six-foot draped table with chair
- One complimentary exhibitor registration that includes meals and refreshments
- Name, logo and description on event webpage and pre-event marketing
- Logo on event signage
- List of attendees (name, health system, and city) following registration deadline
- Black and white tabletop company sign

Exhibit Hall Booths

\$750

Reservation Deadlines for Benefit Fulfillment

The earlier you register, the more promotional benefits you will receive.

Reserve your booth and/or partnership by the following deadlines to take advantage of all of the recognition benefits available to you.

To be included in the following benefits, submit your materials by these deadlines:

Pre-event digital marketing

September 2, 2023

Event website/signage

September 2, 2023

Pre-event social media

September 3, 2023



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Sponsorship Opportunities

Sponsor Interaction Hours

- Conference check-in at 12:30pm
- Conference hours: 1 - 8pm
- 15-min afternoon break
- 4:30-6pm during the reception
- 2:45 of exposure with attendees.

Principal Partnership Program \$3,500

- Exhibit booth
- 1 registration
- Full-page ad in *Minnesota Medicine*
- 1-month-long webpage banner ad
- 2 *MMA News Now* top banner ads
- Choice of upcoming premier Virtual Physician Forum sponsorship
- Name and logo recognition on pre-conference materials

Sustaining Partnership Program \$2,000

- Exhibit booth
- 1 registration
- Quarter-page ad in *Minnesota Medicine*
- 1-month-long webpage banner ad
- 1 *MMA News Now* top banner ads
- Choice of upcoming Virtual Physician Forum sponsorship
- Name and logo recognition on pre-conference materials



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Additional Sponsorship Opportunities

Keynote Speaker \$30,000 (for one sponsor) or \$10,000 (to co-sponsor)

- (Exclusive or co-) sponsor of the keynote address presented by Abraham Verghese, MD, MACP
- Exhibit booth
- (10 registrations or 4 registrations each co-sponsor)
- Logo recognition on signage at keynote address
- Name and logo recognition on pre-conference materials

Exclusive Sponsor of the Reception \$2,500

- Logo recognition on the signage at the reception
- Verbal recognition at the reception
- Exhibit booth
- 1 registration
- Name and logo recognition on pre-conference materials

Name Badge Sponsor \$1,000

- Logo recognition on the name badges at the MMA Empowering Physicians Conference
- Name and logo recognition on pre-conference materials

Sanitizing Station Sponsor \$1,000

- Exclusive sponsor of the MMA hand sanitizing stations
- Name and logo recognition on pre-conference materials
- Logo recognition on all signage at every sanitizing station

Venue Directional Sponsor \$1,000

- Assist attendees with arriving to the conference portion of the venue.
- Name and logo recognition on pre-conference materials

Wi-Fi Sponsor \$1,000

- Exclusive sponsor of the Wi-Fi at the MMA Empowering Physicians Conference
- Name and logo recognition on pre-conference materials

Refreshment Break \$750

- Logo recognition on signage at refreshment table during the break
- Name and logo recognition on pre-conference materials

Attendee Giveaway Item \$500

- Brand a unique gift with your logo to be provided to attendees at the registration check-in

Are you looking for something different to drive more value for your sponsorship dollars?

Contact us to find out more about additional sponsorship opportunities.

Dom Weyker

Strategic Partnership & Sales Coordinator

domw@ewald.com

651-288-3435



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MMA's Empowering Physicians Conference Schedule

The Exhibit Hall will be open from 1 – 8pm on Thursday, September 21, 2023

Thursday, September 21, 2023

12:30pm Check in, **1 - 8pm** program

Features keynote speaker Abraham Verghese, MD, FACP, the best-selling author of *Cutting for Stone*, advocate for the human side of medicine, and professor at Stanford University School of Medicine.

Also features a panel discussion on healthcare workforce issues and the changing dynamics of medical practice, plus a skills-building workshop.

Registration includes all sessions, the reception and a keynote dinner.

MMA reserves the right to modify the schedule or program as necessary.

Registration and Event Information

Registration open NOW

Registration Options

Online: [Visit 2023 Empowering Physicians Conference Registration](#)



Event Logistics

PARKING Directions are available [here](#). Parking options are available [here](#).

VENUE POLICIES The sponsor assumes the entire responsibility and liability for losses, damages and claims arising out of sponsor's activities on the premises and will indemnify, defend and hold harmless the venue, its owner and its management company, as well as their respective agents, servants and employees from any such losses, damages and claims. Due to the layout of the venue, storage space is not available for display materials and/or show merchandise. At the conclusion of the set-up operation, all related equipment, crates and trash must be removed from the premises no later than 5pm. No outside food and/or beverage service shall be permitted. Only bite-sized (1oz.) treats in original packaging may be distributed at exhibit booths.

Important Notes for Exhibitors

- If you require electricity or wired internet access to your booth, hotel staff will assist you. [Contact Dom Weyker for additional booth services.](#)
- Booth reservations will be honored with a completed registration form and arrangements made for payment.
- No booths secured may be subleased except with the consent of the MMA.
- By agreeing to exhibit, you are committing to maintaining the exhibit booth from 12:30 - 5:30pm on Thursday, September 21.



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Important Notes for Sponsors

ASSIGNMENT OF BOOTHS

Exhibit spaces will be located in high traffic areas, with preferential sponsors receiving the best locations. No assignments will be made until agreement and full payment are received. Booth numbers will be assigned and communicated prior to the Empowering Physicians Conference. Organizations requesting placement next to, or away from, other organizations will be accommodated to our best ability. MMA reserves the right to assign all space in the best interest of the conference. Booths must be completed and ready to show at 12:30pm on the day of the conference and must remain intact until 5:30pm.

RELOCATION

MMA retains the right to change exhibit locations for reasons beyond the control of MMA or if it becomes advisable in the best judgment of the MMA. All such changes will be discussed with the sponsor in advance, if possible.

SPACE CANCELLATION

Cancellations must be sent in writing to am@mnmed.org. Cancellations received by August 30 will receive a full refund, minus a \$125 per booth administrative fee. Cancellations received after August 30 will receive a full refund, minus a \$125 per booth administrative fee, if it can be resold. If the booth cannot be resold, the MMA will retain 100 percent of the sponsor's payment.

FAILURE TO OCCUPY SPACE

Sponsors not occupying booth space by 12:30pm on Thursday, September 21 will forfeit their booth space without refund. The space may be resold or used by the MMA.

SECURITY

MMA will take all reasonable precautions against damage or loss by fire, theft, strikes or other accidents. MMA cannot, however, guarantee against loss or damage. Small and valuable materials should be removed or packed at night.

REGULATIONS

- All exhibits must be set up and ready by 12:30pm on September 21.
- Sponsors shall not initiate tear-down, packing, or otherwise dismantle or abandon any portion of their booth prior to the official close of the Exhibit Hall at 5:30pm.
- MMA reserves the right to deny booth space to any organization whose products do not contribute directly to the meeting registrants' medical practices.
- Offensive promotions by exhibit personnel will not be tolerated.
- Company representatives must refrain from holding any commercial discussions in the educational space. All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the sponsor's space. Canvassing or distributing promotional materials outside the sponsor's rented exhibit space is not permitted.



MINNESOTA
MEDICAL
ASSOCIATION

The voice of medicine in Minnesota since 1853

612-378-1875 | 800-342-5662 | mnmed.org

Dear Exhibiting Partner,

The Minnesota Medical Association (MMA) is pleased to invite all health systems, health care organizations, pharmaceutical and medical device industry partners to join us at our 2023 Empowering Physicians Conference on September 21 at the Marquette Hotel Minneapolis. This will be an excellent opportunity to speak directly with more than 200 of the most active and engaged physicians, residents and medical students from across the state. They cover a range of specialties from primary care to oncology to cardiology.

Sponsors will be conveniently located in an area adjacent to the meeting room and our registration. We extend an invitation to you to participate in this important meeting. The fee for an exhibit booth is \$750 and the fee is for exhibiting purpose only.

Please visit our website for the Exhibitor Prospectus.

The MMA Tax I.D. number is 41-0418625 and checks can be made out to:
Minnesota Medical Association
3433 Broadway Street NE, Suite 187
Minneapolis MN 55413

We appreciate your support of the MMA and our Empowering Physicians Conference. Space is limited and exhibit location will be determined on a first-received basis. If you have any questions, please do not hesitate to contact our sales team (domw@ewald.com).

Sincerely,

Dan Hauser
Director of Communications, Education & Events
Minnesota Medical Association

Request for Taxpayer Identification Number and Certification

Give Form to the
requester. Do not
send to the IRS.

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type.
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Minnesota Medical Association		
2 Business name/disregarded entity name, if different from above		
3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ► _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. <input checked="" type="checkbox"/> Other (see instructions) ► 501 (c)(6) Nonprofit	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <i>(Applies to accounts maintained outside the U.S.)</i>	
5 Address (number, street, and apt. or suite no.) See instructions. 3433 Broadway Street, NE, Suite 187	Requester's name and address (optional)	
6 City, state, and ZIP code Minneapolis MN 55413		
7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.


Social security number										
				-				-		
or										
Employer identification number										
4	1		-	0	4	1	8	6	2	5

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ► 	Date ►
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
 - Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
 - Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
 - Form 1099-S (proceeds from real estate transactions)
 - Form 1099-K (merchant card and third party network transactions)
 - Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
 - Form 1099-C (canceled debt)
 - Form 1099-A (acquisition or abandonment of secured property)
- Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

A large, stylized white stethoscope graphic is positioned on the left side of the image, with its tubing looping around the text. The background is a vibrant blue with a radial pattern of lines emanating from the center, creating a sense of energy and focus.

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